

Meeting URL:

<https://sowib-org.zoom.us/j/82880959670?pwd=YWJhUlpyWHVHRjJIU1IrRXAvVnByZz09>

Meeting ID: 828 8095 9670

Passcode: 899268

AGENDA

1. Call to Order and Confirmation of Quorum

Dr. Gray (B)	Jason Traylor (B)	Andy Owens (B)
Robert Westerman	Ben Messner (B)	Mike Hicks
Joe Benetti (B)	Debbie Sargent	Brian Prawitz
Dave Sanders (B)	Ali Mageehon	Susan Ray (B)
Rhonda Amer (B)	Amy Kincaid	Chris Guastaferrero (B)
Anna Martin - TBD	Marie Simonds (B)	Rachel Pokrandt
Laura McKeane (B)		

2. INTRODUCTION OF NEW BOARD MEMBERS

3. PUBLIC COMMENT SESSION: Members of the public may now comment on any matter posted on this Agenda, which is before this Board for consideration and action today. Please clearly state and spell your name and state your address for the record. Each public comment will be limited to three (3) minutes.

BOARD ACTION ITEMS

4. DISCUSSION AND POSSIBLE ACTION: Consent Agenda (Approved with One Motion)

- Meeting Minutes – Aug 17th, 2023

5. DISCUSSION AND POSSIBLE ACTION: *SOWIB Staff*

- WRQBOX
- Budget Modification
- Transfer of Adult DW Funds to Adult
- COLA and Related Policy Changes



SOWIB Projects

6. INFORMATION: Operations; *SOWIB Staff*

- New Policies A-112, A-113, A-114
- New Staff
- Current Vacancies
- Strategic Plan Process-WIOA Requirement every four years

7. INFORMATION: *SOWIB Staff*

- Program Update/Performance
 - WIOA
 - Recruit HIPPO
 - Business Services
 - Apprenticeships MA & ECE
 - Driving Prosperity
 - THW Project-OHA
 - SCREL
- Youth Built Projects
- Benefits Navigator
- Good Jobs Hospitality-Lane Workforce Board lead
- Maritime Sector Funding from HB3410
- Grants Submitted/Received
- Presentations/Events/Upcoming Events

STANDING REPORTS

8. INFORMATION: Sector Partnerships Updates; *SOWIB Staff*

9. INFORMATION: One-Stop Operator Update; *Kendall Lenhares*

10. INFORMATION: Finance Update; *Yolanda Brumfield*

11. ADJOURNMENT

Meeting Calendar Available at www.SOWIB.ORG





MINUTES

1. Call to Order and Confirmation of Quorum

	Dr. Gray (B)	X	Jason Traylor (B)	X	Andy Owens (B)
X	Robert Westerman		Ben Messner (B)	X	Mike Hicks
X	Joe Benetti (B)	X	Debbie Sargent	X	Chris Guastafarro (B)
X	Dave Sanders (B)	X	Ali Mageehon		Rachael Prokrandt
	Rhonda Amer (B)		Amy Kincaid	X	Susan Ray (B)
	Anna Martin	X	Marie Simonds (B)	X	Brian Prawitz
X	Laura McKeane (B)				

The meeting was called to order at 12:04 pm by Joe Benetti. 13 of the 19 members were present, making up 68% of the total members. Of the 68%, 53% represent Businesses.

2. INTRODUCTION OF NEW BOARD MEMBERS: Dr. Gray, Anna Martin, Brian Prawitz, Susan Ray

3. PUBLIC COMMENT SESSION: Members of the public may now comment on any matter posted on this Agenda, which is before this Board for consideration and action today. Please clearly state and spell your name and state your address for the record. Each public comment will be limited to three (3) minutes.

No public comment was presented.

BOARD ACTION ITEMS

4. DISCUSSION AND POSSIBLE ACTION: Consent Agenda (All approved in one motion/vote)

- Meeting Minutes – May 18, 2023

Motion to approve minutes and consent agenda made by Marie Simonds and seconded by Robert Westerman.

The motion carried unanimously.

5. DISCUSSION AND POSSIBLE ACTION: SOWIB Staff

- Current Service Delivery Challenges / Customer Experience- Kyle spoke about growth and challenges throughout the year. We need to grow and work on our front-line and provider service area. The most important thing is the customer service experience.
- Grants ended 6/30/2023- The Apprenticeship Program (Medical

Assistant) ended on June 30th. Laura is still managing this program due to the high demand, and employers continue to pay for the program. DWG Wildfire Grant ends September 30th and all work has stopped for this program. Prosperity 10k (one-year grant) ended on June 30th.

SOWIB Projects

6. **INFORMATION:** Operations; *SOWIB Staff*

- New Staff Introductions- *Jamil Wynn- Youth Employment Advisor*
- Current Vacancies- Youth Employment Advisor (Coos)

7. **INFORMATION:** *SOWIB Staff*

- EDA Good Jobs Challenge- Driving Prosperity
Rachael Larson gave an overview of the program and shared updates. Simulator update- Both simulators are up and running and went to their first event at the OR Trucking Association conference in Bend. The Simulators received a ton of good feedback and interest from other agencies. The program is staying busy and 122 people have completed the program so far out of the goal of 325 people.
- Recruit Hippo/ OYEP/ AmeriCorps
Natasha did a quick update on the program. We can pay students for work experience through the OYEP funding and Work Readiness Program, and it's been very successful with Work Readiness Training and programs such as 6 Hours of soft skill training, OSHA 10 training, CPR first aid, and 175 work hours of on-the-job training. We are currently in the process of hiring someone to run the van and simulator through the AmeriCorps Grant.
- Prosperity 10K- Transitioning to ARPA
Prosperity 10K funds are state-funded which are more flexible and ARPA Funds are Federal funds which have more restrictions.
- HowTo- Traditional Healthcare Workers
Tina provided an update on all her training programs for the HowTo Grant. No scheduled training for THWs in 2023 but possibly for 2024. We have 14 individuals who have completed their training. The goal is to get 78 new THWs registered and certified through the THW registry. Please see the packet provided by Tina for more information.
- Edvocation Pre- Apprenticeship
The program is in Douglas County, and they did not meet the deadline, so it has been pushed out to fall. This apprenticeship is for manufacturing (wood products) for Douglas County.
- High School Build Kits
Bringing in aluminum welding into Coos County so SOWIB purchased 3 mini jet boat kits for 6K each. The kits are going to be done in Bandon, North Bend, and Marshfield. The objective is to show kids about training and building something. SOWIB also purchased a kit car for a Ford F150. Umpqua Community College will be overseeing the students on campus during the transformation of the F150.

- **Salary Transparent Street Videos**
We partnered with Salary Transparent Street, a social media sharing site. They provide On-the-street interviews. Asking interviews about job satisfaction, how did you get into this career and what do you make? We have 30 interviews that are going up on our new Recruit Hippo Tik-Tok page.
- **Sector Updates**
We have 6 target sectors selected by the Board. Construction - we are not active in this at the time and do not meet regularly, Manufacturing is meeting, Childcare is meeting, and Transportation is meeting as a stand-alone 501 (c)3, Hospitality and Tourism has a current grant out and waiting to hear back, and Healthcare is active currently.
- **Grant Applications Pending**
We were not selected for the YDD applications, but we were awarded the Wild River Coastal Alliance for 60K. We are still in the running for the Judith Ann Mogan grant and will have a site visit in the next 2 weeks. We have the EDA grant out and the Benefits Navigator grant that is awaiting a response.
- **Presentation and Events Attended**
Laura and Kyle went to San Diego to present at the DOL Division 2030 Conference. Laura presented on the sector strategies speaking on the healthcare economy.

STANDING REPORTS

8. INFORMATION: Service Provider Update/Performance; Rena Langston

We added some new providers last year. We are currently at 7 providers. Our numbers are great for our adults and dislocated workers and not so good on our youth side (WIOA Youth) of the program. We are looking at ways to get our youth engaged in the programs. Overall, we are meeting our goals and succeeding.

9. INFORMATION: One-Stop Operator Update; Kendall Lenhares

Update of One-Stop Operator role- Kendall provided a brief overview of the work behind the scenes with WorkSource OR and Center of Leadership staff. We are currently seeing a training gap and a large turnover rate, so they are currently seeing how people are not receiving the right training and support to keep people in their jobs. Make sure everyone is getting the same information and communicating as an agency to provide the best customer service. This problem is all over the State. Please see Kendall's presentation for more information.

10. INFORMATION: Finance Update; Yolanda Brumfield

Yolanda gave an overview of funding for SOWIB. We currently have 1.47 million in total net assets as of 6/30/2023. (Please see the financial statements for more information)

11. INFORMATION: Apprenticeships; Laura Pumphrey

Grant ended on June 30th. We have 8 new people who have registered and have 5 more who should be enrolled in the next 30 days. We bill the employer \$4,000 per person. We did have 1 employer and an apprentice drop from the program due to funding. We have a 100 percent pass rate on the

medical assistant exam.

ADJOURNMENT – 1:27 pm

Meeting Calendar Available at: www.SOWIB.org.

Dislocated Worker to Adult Fund Transfer Request

Current Unobligated Funds

Adult - \$271,625

Dislocated Worker - \$547,732

The greatest number of customers requesting services are from the Adult population, this is due in part to the low unemployment rate – 4.5% to 4.3% as compared to 14% to 16% during the height of the pandemic. Layoffs have consistently dropped.

Funding eligibility requirements

Adult


- Age 18 or older
- In compliance with Selective Service Registration Requirements

Dislocated Worker

- Has been terminated or laid off and is eligible for or exhausted unemployment compensation
- Has been terminated or laid off due to a business closure
- Was self-employed, and business is failing/closed due to general economic conditions
- Is a displaced homemaker
- Is a separating service member or spouse who has experienced job loss due to relocation

We request a transfer of \$300,000 from Dislocated Worker funding into Adult funding as allowable by the regulations.

Transfer of these funds will NOT affect services to Dislocated Workers as they will qualify for Adult funding.

	Policy No: A-112
	Effective Date: December 1, 2023
	New <input checked="" type="checkbox"/> Revised <input type="checkbox"/>
DIVERSITY, EQUITY AND INCLUSION POLICY	


POLICY

The Southwestern Oregon Workforce Investment Board (SOWIB) honors the uniqueness of each individual and embraces diverse backgrounds, values and points of view to create a strong, inclusive community.

We welcome all people in relation to race, ethnicity, color, age, disability, religion, faith, citizenship, social class, economic class, ancestry, national origin, sex, sexual orientation, gender identity, gender expression and all other identities represented among our diverse population.

SOWIB works hard to address issues of equity. We value all people and understand that everyone is different. We evaluate everyone’s needs separately and try to provide what that individual may need to become successful in whatever it is they are trying to achieve. We take this approach in all aspects of our work whether it is for clients, staff, volunteers or other community members.

We appreciate and believe in the importance of inclusion. We believe that through inclusion we find skills, talents, knowledge, innovation and respect that we would not otherwise see. Inclusion is extremely valuable and necessary to accomplish our organizational goals.

	Policy No: A-113
	Effective Date: December 1, 2023
	New <input checked="" type="checkbox"/> Revised <input type="checkbox"/>
BACKGROUND CHECK POLICY	

POLICY


All offers of employment are contingent upon results of a background check. Background checks will be conducted on all candidates who are offered employment.

Background checks may include:

- Social Security Verification – validates the applicant’s Social Security number and date of birth.
- Prior Employment Verification – calls may be placed to confirm applicant’s employment with the listed companies, including dates of employment, position held and additional information available pertaining to performance rating, reason for departure and eligibility for rehire. This verification will be done on the past two employers or the previous five years, whichever comes first.
- Personal and Professional References – calls may be placed to individuals listed as references by the applicant.
- Educational Verification – confirmation of the applicant’s claimed educational institution, including the degree/diploma received. Applicants may also provide copies of any degrees/diplomas/certificates.
- Criminal History/Sex Offender Registry – includes review of criminal convictions and probation. The following factors will be considered for applicants with a criminal history:
 - The nature of the crime and its relationship to the position.
 - The time since the conviction.
 - The number of convictions.
 - Whether hiring, transferring or promoting the applicant would pose an unreasonable risk to the business, its employees or its customers.

The following additional background searches will be required if applicable to the position:

- Motor Vehicle Records – provides a report on an individual’s driving history in the state requested. This search will be run when driving is an essential requirement of the position.

	Policy No: A-114
	Effective Date: December 1, 2023
	New <input checked="" type="checkbox"/> Revised <input type="checkbox"/>
YOUTH PROTECTION POLICY	

PURPOSE

SOWIB strives to create and maintain a safe environment for all youth who participate in SOWIB work experiences and trainings. To the best of their abilities, SOWIB staff and volunteers must safeguard the youth they come in contact with and protect them from physical, sexual and emotional abuse.

POLICY

SOWIB staff and volunteers will make every reasonable effort to ensure that no participant is subjected to physical, sexual or emotional abuse in the context of SOWIB activities. Harassment or abuse by staff or volunteers will not be tolerated in any form. SOWIB will treat all allegations seriously, and make the protection of minors (and all people at risk) a fundamental concern and assist with any investigation initiated as a result of any allegation associated with SOWIB activity.

SOWIB will cooperate with all law enforcement agencies, child protective services, and legal investigations and will not interfere with official investigations when conducting its own independent review.

SOWIB PY23 (7/1/23 – 6/30/24)

11/16/23 UPDATE

Section 1: Prosperity 10K/ARPA

Reporting period:

July 1, 2022 through November 16, 2023.

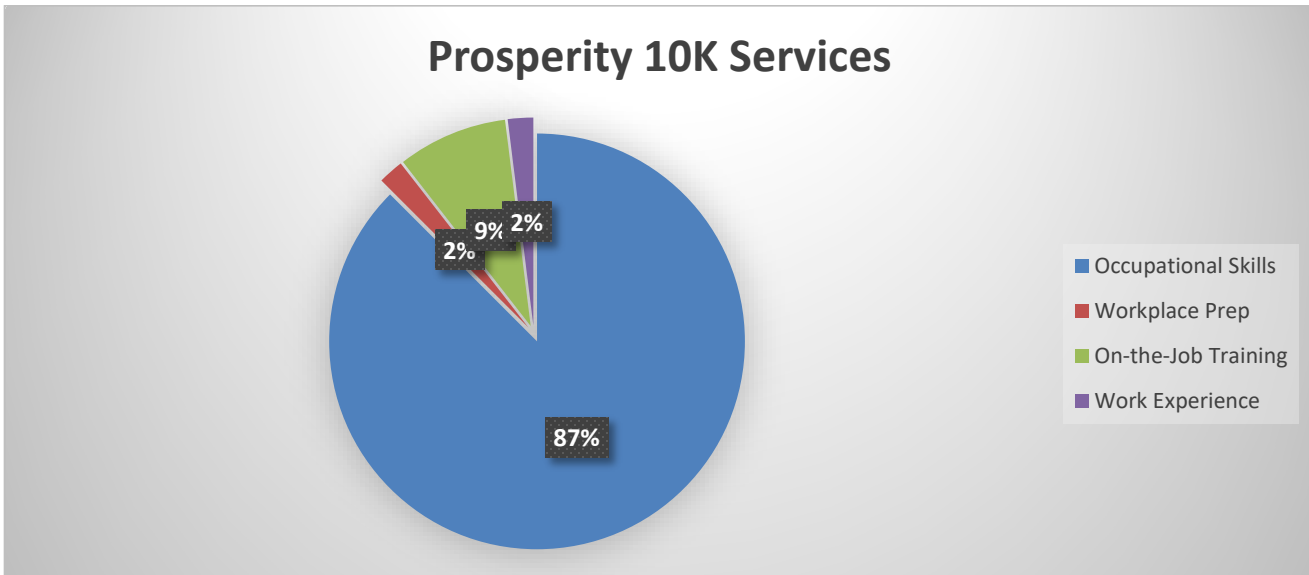
Reporting Prosperity 10K Grantees:

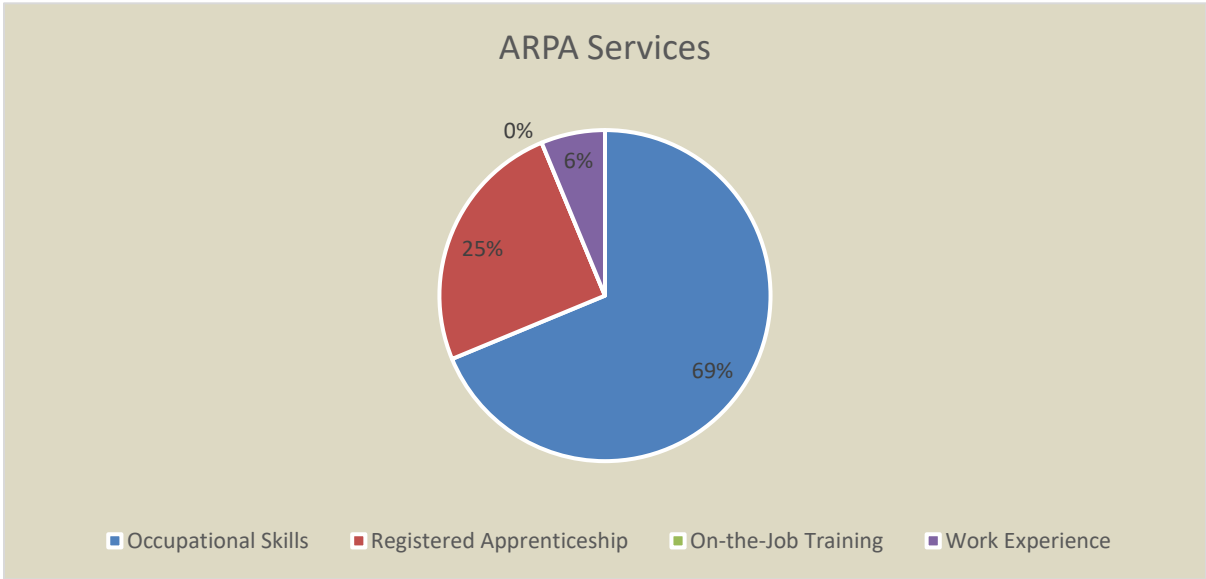
All initial P10K (State General Funds) were expended by the end of June 2023 and funding/spending continued under the ARPA (Federal) portion of the funds moving forward into the current program year with spending allowed through June 30, 2025. The following Providers are continuing services under this grant:

- South Coast Business (SBC)
- Southwestern Oregon Community College (SWOCC)
- Umpqua Community College (UCC)
- SOWIB Program Staff

Budget:

SOWIB was awarded a total of \$1,084,351 in Prosperity 10K contracts for PY22 (July1, 2022 – June 30, 2023), all P10K funds were expended and services continue for non-completers and new enrollees under ARPA. ARPA funds were awarded in the amount of \$1,209,612 for the period 3/3/21 - 6/30/26.

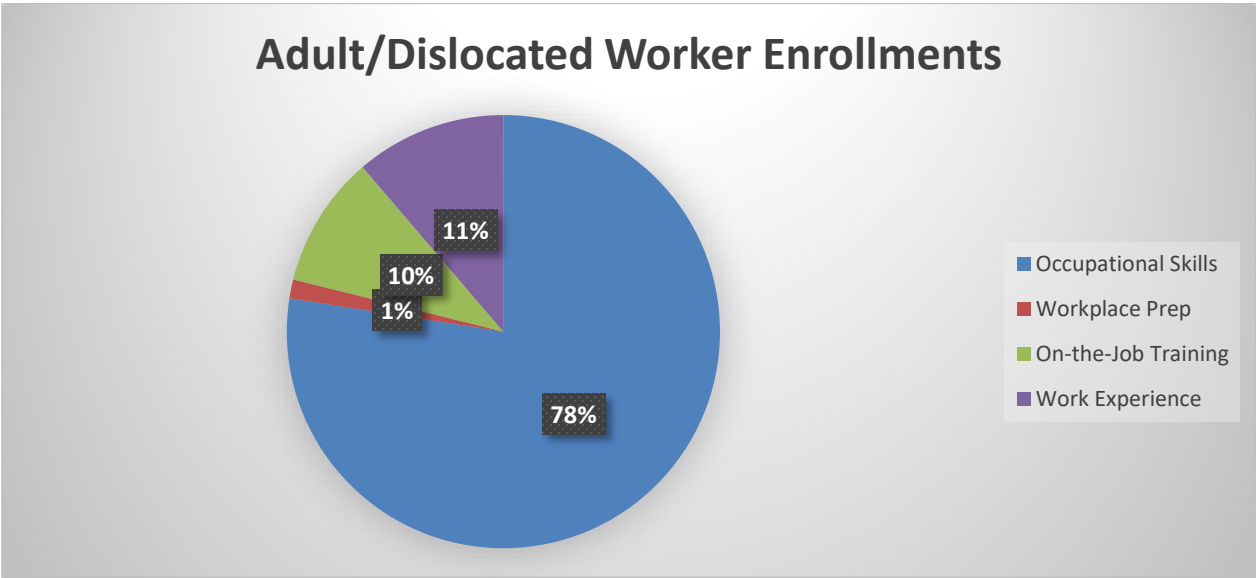




Section 2: Current WIOA Services

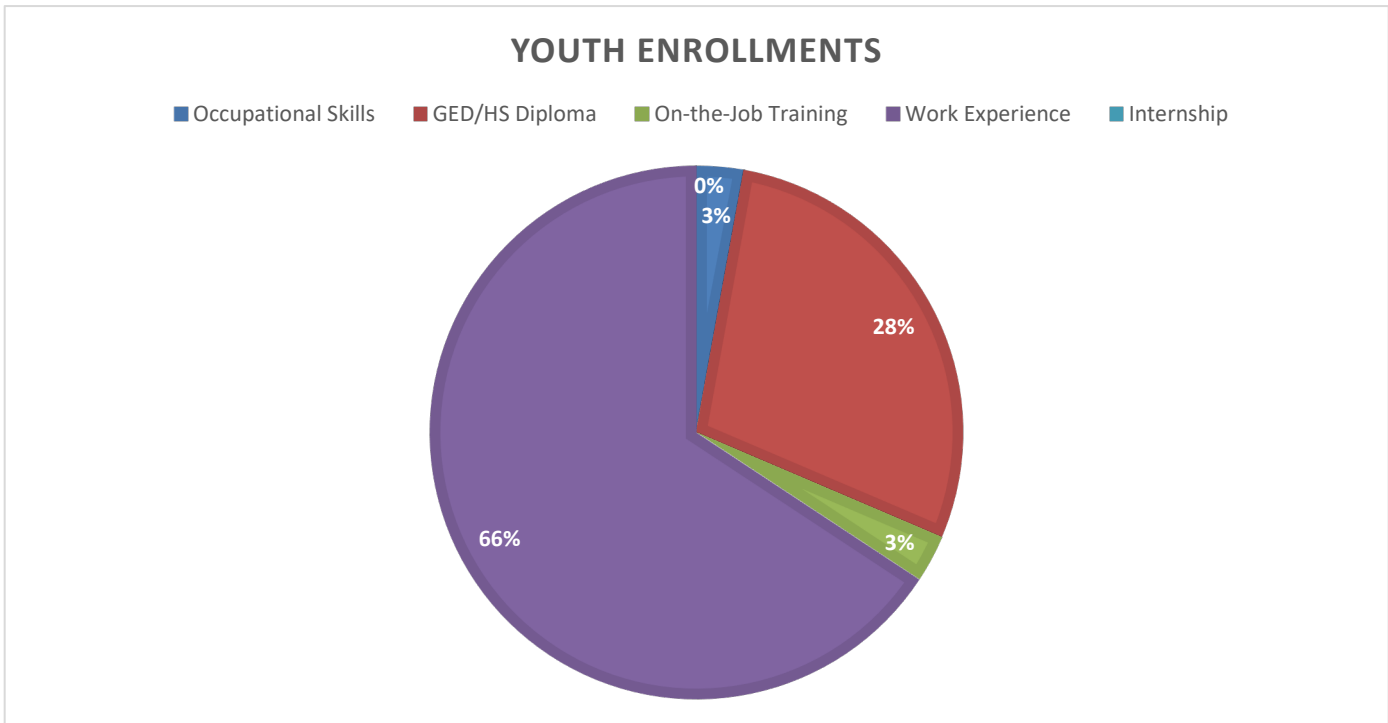
In addition to providing general job search services (including resumes, interviewing, etc.) the following more intensive services have been provided or are in progress.

Service Breakdown:



Adult & Dislocated Worker Training programs being funded this year currently include:

<u>Training Program</u>	<u># of Participants</u>
Tattoo Artist	1
Medical Billing & Coding	4
Dental Assistant	1
Emergency Medical Technician	6
Long Haul Truck Driver	11
Medical Assistant	1
Paralegal	1
Police Academy	5
Real Estate	1
Registered Nurse	24



Youth placements into work experience have been in the Service industry, Arts & Recreation, Construction and Agriculture & Forestry.

Enrollment Breakdown:

Adult job seeker enrollments have increased and are on target for exceeding contracted enrollments. Youth enrollments are slightly below goals, however continued outreach and enrollments are occurring and providers anticipate full enrollment.

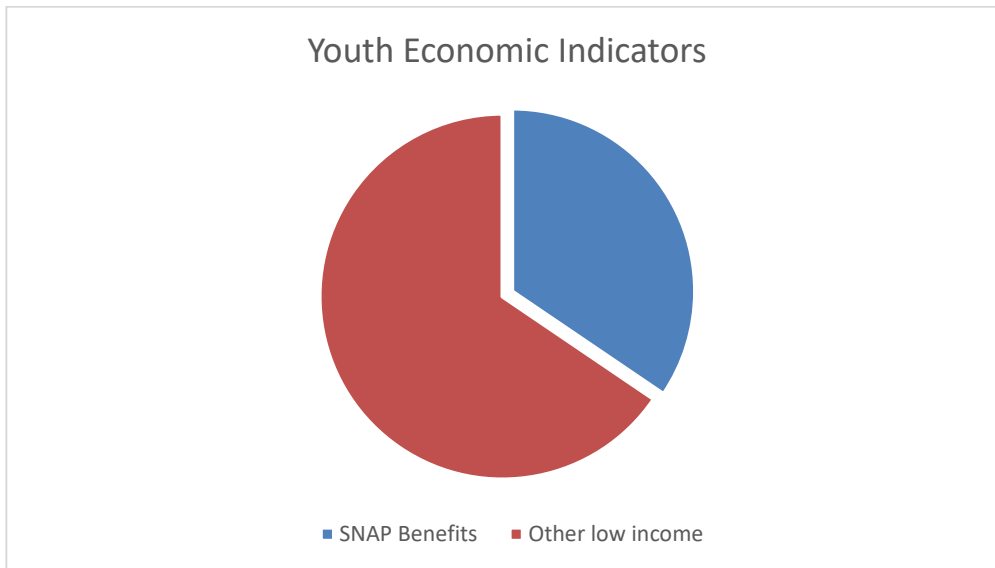
CURRENT PROVIDER TOTAL ENROLLMENTS – 7/1/23 to date

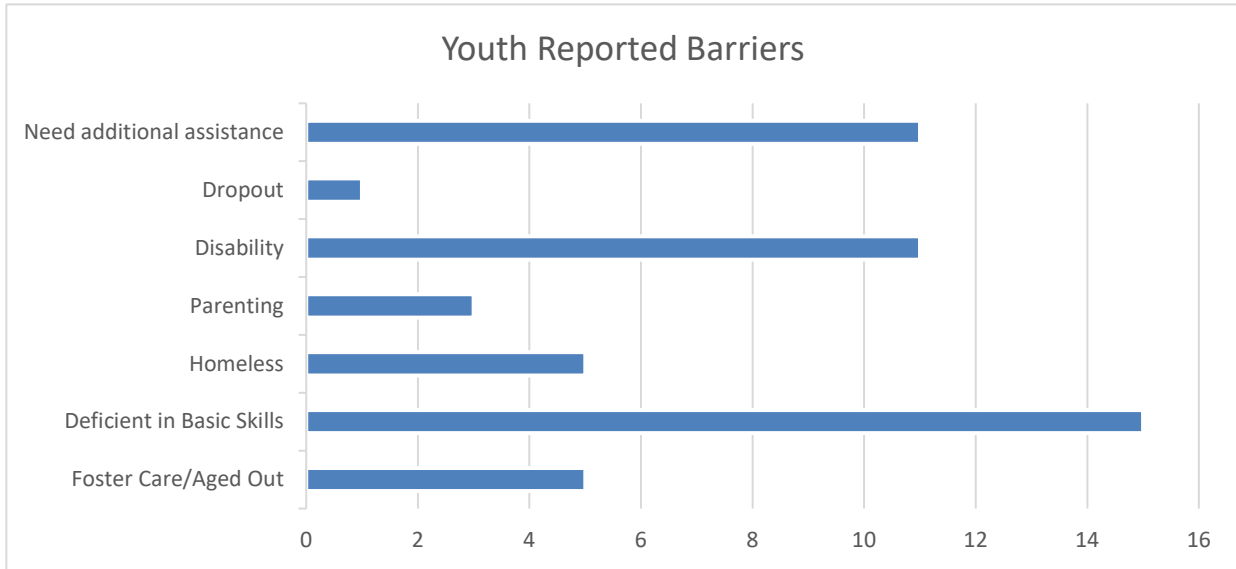
<u>WIOA Fund</u>	<u>Contracted Enrollments</u>	<u>Total New</u>	<u>Carry in</u>	<u>Percentage of Plan</u>
Adult/DW	145	87	94	125%
Youth	120	29	34	53%
Totals	265	116	128	70%

Section 3: Populations Served

Youth Participant Barriers

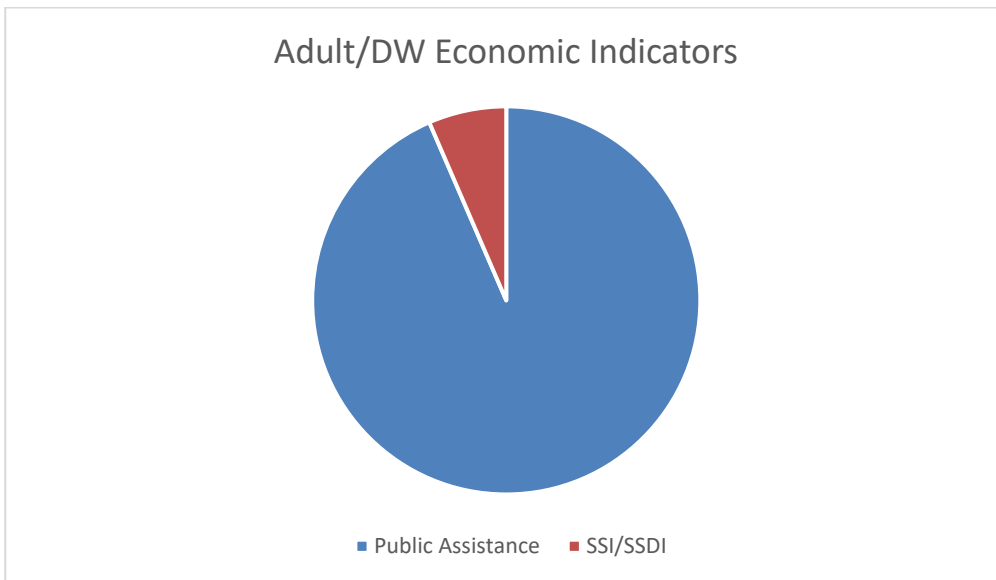
Of the 29 new participants, 68 various barriers were identified or linked to specific people. Some of these barriers may be shared by one individual. As demonstrated, all reported were participants experiencing economic hardship with 34% as recipients of SNAP benefits. Participants also reported other barriers to obtaining employment.

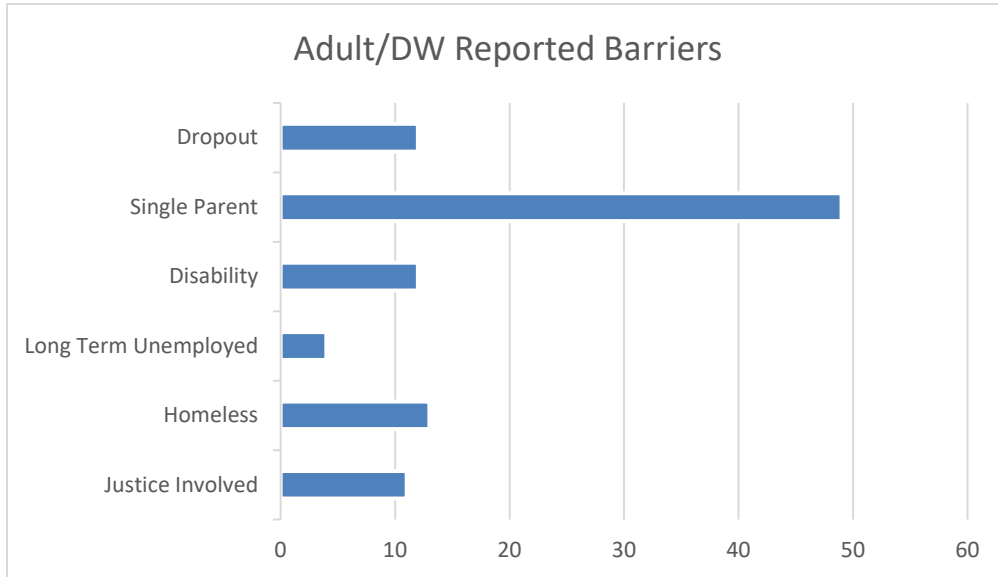




Adult/Dislocated Worker Participant Barriers

Of the 87 new participants, 101 various barriers were identified or linked to specific people. Some of these barriers may be shared by one individual. As demonstrated, the majority reported were participants experiencing economic hardship with 72% receiving public assistance of some form. Participants also reported other barriers to obtaining employment.





Section 4: State WorkEx Program

This State fund stream was just received for the period 7/1/23 – 6/30/25. The focus for this grant is yet to be determined, we are currently working on the program plan for this grant.

Section 5: QUEST DWG Program

This Federal fund stream was just received for the period 7/1/23 – 6/30/25. The focus for this grant is Infrastructure, the Care Economy, Hospitality, Climate and Environment, and other identified growth sectors. We have not received our final contract yet from the HECC/OWI.

Section 6: Success Stories

Sarah – STEP/P10K/ARPA

“The SOWIB Program provided a completely unexpected light in the darkness of my first year in nursing school. In the fall of 2022, I separated from my spouse and became a full-time single parent, a full-time student, and had a part time job. The loss of income that came with the separation had the potential to be completely devastating to my education. Even with the assistance of government programs, I couldn’t imagine how I could both put myself through school and support my family. This thought was heartbreaking as I’ve worked so hard for many years to get into the nursing program. It felt so attainable, but so out of reach at the same time due to my financial situation. SOWIB is undoubtedly the reason I got through this last year. The incredible financial support provided to me allowed me to provide necessities for myself, maintain safe transportation for my family, and supplies and resources to support my education. Thanks to the ease of the financial burden, I have been able to focus on supporting my family through major life changes while continuing my education. I will graduate nursing school at the end of this year, and I am eternally grateful to SOWIB for their support and dedication to helping students like me achieve our career goals and bettering our lives.” – Sarah

Lori – P10K/ARPA

“It was an honor to have received the 2023 Prosperity funding. I am sincerely grateful for your generous financial support for my final year at UCC while completing my CIS-Cybersecurity AAS degree.”

“I am a non-traditional student who returned to school to reinvest in my Computer Information Services skills to apply them to my goal of supporting Wildland Fire relief efforts. After graduating from UCC, I will transfer to Central Oregon Community College and seek a second AAS Degree in Geospatial Mapping/UAS Technologies. For the past seven summers, I have been employed by a private contractor that works with the Oregon Department of Forestry, operating a Helibase Mobile Command trailer dispatched to Wildland Fires. I am a highly organized, systematic, and resourceful individual that thrives on challenges. My passion lies in developing real-time web-mapping data downloads for Wildland Firefighters with a Geographic Information Systems/UAS-Drone platform. My dream is not to reinvent the wheel but to repurpose it into a viable mobile platform utilizing my CIS knowledge and seasonal experience working on Wildland Fire helibases. Yes, this is already happening, but not in a way geared toward firefighters on the ground. Is it possible? I am not sure, but I am willing to spend the time and effort to create a viable solution to assist Wildland Firefighters’ relief efforts in real-time transferable geographical data. This is my passion. I am excited and committed to seeing where it will take me and the many others I will challenge to realize this dream.”

“The Prosperity funding gave me the much-needed financial support to purchase the books and supplies necessary to complete my degree at UCC. Donor Endowments such as yours allow students to succeed educationally and financially by giving us the means to reach our potential without debt. I can only hope that one day, I, too, can provide a helping hand to another student in need.”

“Again, I cannot express my gratitude enough, and I would like you to know that your support will help me achieve my dreams. Thank you.” - Lori

Project Title:

Driving Prosperity- Good Jobs Challenge

Project Objective:

The goal locally is to strengthen the transportation industry and increase the number of licensed Commercial Driver Licensed (CDL) drivers. SOWIB acting as the project lead received \$3.4 million to share across our six counties of Coos, Curry, Douglas, Jackson Josephine, and Lane counties. SOWIB in the counties of Coos, Curry, Douglas will train 125. The Rogue Valley is going to train 100 across Jackson and Josephine counties and Lane County will train 100. For a total of 325 new drivers over the next 2 years. This project provides funding to pay for training and all fees associated with getting your permit and license. In addition to funding for tuition, fees and wrap around services, this funding provided funding to purchase two mobile Commercial Driving License (CDL) Training Simulators.

Start:

September 2022

End:

June 30, 2024

Goal:

325

As of September 30, 2023

180 Completed Training and obtain their CDL.

	<u>SOWIB</u>	<u>Lane</u>	<u>Rogue</u>		<u>Overall</u>
Enrolled	66	54	89		209
Did not complete	1	2	5		8
Training in Progress	10		11		21
Completed	55	52	73		180

Demographics of completed participants through 9/30/23.

13% BIPOC

10% Hispanic or Latino a/x

68% White

9% not disclosed.

91% male

9% female

9% veterans

11% Justice involvement or formerly incarcerated

Budget for Participants:

Highlights of Budget-

\$6,500 per participant is budgeted for this project. All fees, tuition and some wraparound supports are included. Fees include the cost of the medical DOT, Commercial Learners Permit (CLP), tuition, 3rd party testing fees, and Commercial Driver’s License (CDL) fees. Wrap around support can include transportation costs (fuel), childcare, work clothing, work boots or other equipment required for training and employment.

Key Achievements:

SOWIB implemented a new way of advertising and recruiting for this program. We built a website: www.getafreecdl.com that utilizes a text bot. The text bot automatically responds to inquiries and sends text messages to users who inquire at the website. The information is then fed into a database where we review the information and then personally respond to each inquiry. This allows for a warm handoff when making referrals to providers. Our website can also be translated in seven languages and our text bot offers options in Spanish.

Our highly anticipated **Commercial Driving License (CDL) Training Simulators** are operational and are being used at events and training facilities. The simulators have emerged as a valuable tool in the training and education of commercial drivers. These simulators provide a realistic and immersive training environment that replicates various driving scenarios, hazards, and challenges that drivers may encounter on the road. The use of simulators offers several benefits and advantages:

Safety: CDL simulators allow trainees to practice driving skills in a controlled and safe environment before getting behind the wheel of an actual commercial vehicle. This helps to minimize the risk of accidents and ensures that drivers are well-prepared to handle different driving situations.

Cost-effectiveness: utilizing CDL simulators can significantly reduce the costs associated with traditional training methods. It eliminates the need for fuel and vehicle maintenance, making it a more affordable option compared to on-road training.

Flexibility and Customization: CDL simulators provide the ability to customize training scenarios based on specific learning objectives or challenges. Different weather conditions, road types, and traffic situations can be simulated, allowing trainees to hone their skills in different environments.

Real-time Feedback and Assessment: CDL simulators provide real-time feedback to trainees, allowing them to learn from their mistakes and make corrections immediately.

In addition to training these simulators are used to promote and attract new drivers to the transportation sector.

Challenges and Solutions

A challenge that we have identified is our external dependencies on training providers. With the limited number of open training seats available in our region, even a small shift in class size or cancellation of classes can have a large impact on our program. We continue to build and maintain strong relationships with our external partners and have regular communication to get ahead of and mitigate any foreseen issues. If a training provider has a participant drop out at the last minute, we maintain a standby list of participants ready to enter training on short notice. This ensures that no open seats go unfilled, keeping all classes at max capacity. Training facilities are booked out for 2-3 months at a time.

An additional challenge we have identified for some participants is lodging. The regions that we serve are rural and do not have training providers within a distance that can be accomplished with a daily commute. This requires participants to be housed in motels during training days. We have identified a small amount of other funding that we are using on a case-by-case basis to provide for these participants. The amount is limited and will not accommodate every student that can benefit from it.

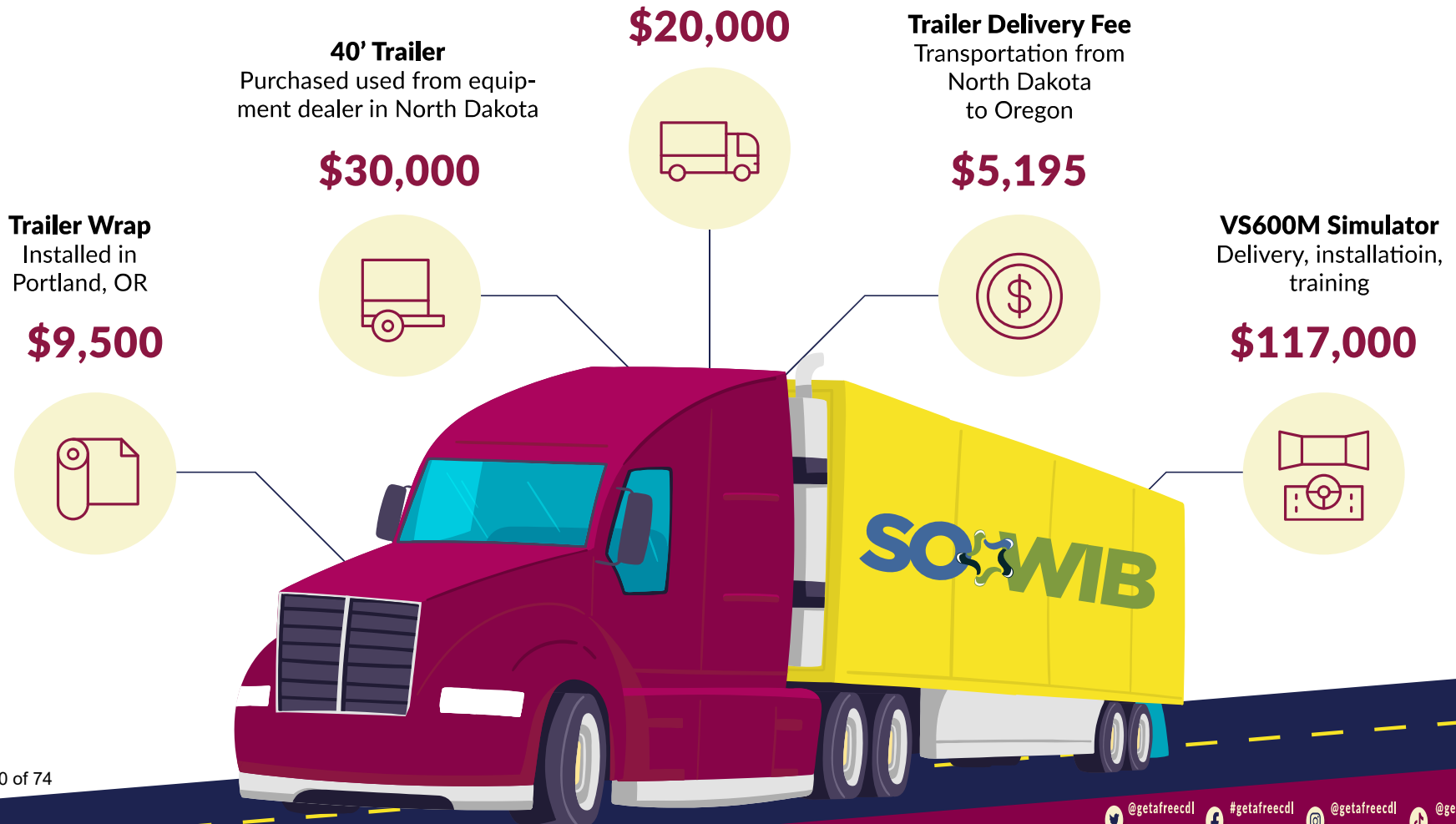
Looking ahead

We continue to field daily inquiries about our program which indicates a strong demand for CDL training. Overall, this high level of interest demonstrates the positive impact and relevance of the program within our community. We have full classes scheduled into the Spring months of 2024. We anticipate reaching our goal of 325 CDL drivers.

Cost Breakdown of a Truck Driving Simulator



2014 Freightliner Truck
 Purchased from A&M Transportation
 with A&M donating shop time to
 shorten truck to single rear axel.





Recruit HIPPO Update

Objective: Refocus on the fundamentals with Recruit HIPPO.

Goal: Engage with every senior to determine their post-college pathway, with a specific focus on those without clear plans, offering assistance in career exploration.

Approach:

Conduct one-on-one meetings with seniors.

Help students understand local industries, available career options, and workplace environments.

Organize industry tours, job shadows, and work experiences for practical exposure.

Activities:

Facilitate essential skills workshops.

Implement the Opportunities for Oregon Youth Employment Program (OYEP).

Purchased Rethinking Careers Training for YEA training.

Curriculum to be delivered through hour-long workshops in classrooms.

- Next step: Rethinking Careers Training for the Youth Employment Advisors and breaking down the curriculum into hour-long workshops for classroom delivery.

SOWIB sponsored and attended the Southern Oregon Trades Expo at Seven Feather Resort, Canyonville.

In attendance were 142 exhibitors and 61 schools, totaling 1716 students from Lane, Douglas, Coos, Curry, Josephine, Jackson, and Klamath counties.

- Lane County: 2 schools, 77 students
- Douglas County: 18 schools, 489 students
- Coos County: 8 schools, 257 students
- Curry County: 3 schools, 36 students
- Josephine County: 9 schools, 245 students
- Jackson County: 17 schools, 557 students
- Klamath County: 3 schools, 55 students.

Future Focus:

Expand focus to specific CTE pathways in each school.

Notable efforts in manufacturing, with the boat kits on the coast and the truck kit at UCC for the manufacturing collaboration with high school students.

- Next focus areas: hospitality/tourism and healthcare.

Conclusion:

Recruit HIPPO is actively engaging seniors to determine their post-college plans. The initiative employs a multifaceted approach, combining one-on-one interactions, practical experiences, and skill development workshops. Recent acquisition of Rethinking Careers Training enhances the program's effectiveness by providing additional essential skills training. Our future plans to expand focus on CTE pathways, with current emphasis on manufacturing and upcoming attention to hospitality/tourism, and healthcare will help to provide skilled employees to the workforce.



recruit
HIPPO

Helping Individuals Pursue Professional Opportunities

Youth Work Readiness Training

Recruit HIPPO equips youth with a cool portfolio and introduces awesome local job options to help kick-start a journey into the working world with style!

We Offer:

- One on One Mentoring
- Workshops & Essential Skills Training
- Industry Tours & Job Shadows
- Work Experience & Internship for Credit

www.recruithippo.com

CONTACT US!





Oregon Youth Employment Program (OYEP)

The Southwest Oregon Workforce Investment Board has successfully secured funding for the Oregon Youth Employment Program (OYEP) 2023-2025.

The awarded funding amount is \$1,196,689, comprising \$384,439 from the formula allocation and \$812,250 from discretionary funds. Statewide, a total of \$3 million has been allocated for OYEP, with each of the 9 boards receiving a portion.

The success in securing this funding is attributed to the accomplishments in the 21-23 funding round.

Utilization of Funds:

The formula funding of \$384,439 has been fully spent.

Currently, there are 60 students actively participating in work experiences across Coos, Curry, and Douglas counties.

We anticipate sharing the outcomes and successes of these work experiences in detail during the next board meeting.

Integration with Recruit HIPPO Program:

The goal is to integrate OYEP into the Recruit HIPPO program as an additional tool, providing paid work experience.

Recognizing the success of the OYEP program, we aim to leverage OYEP within the broader framework of Recruit HIPPO.

Employer Engagement:

Many employers from the previous year have expressed interest in continuing their participation as host sites for OYEP in the current year.

Additionally, there is a growing number of new employers who have been referred and are eager to be part of the OYEP program.

The positive reputation of OYEP is spreading, and the board expresses gratitude for the commitment of these employers.

Next Steps:

We look forward to presenting the outcomes of the current OYEP work experiences at the upcoming board meeting. Continued collaboration with existing and new employers will be a focus to ensure the success and expansion of the OYEP program. Ongoing efforts will be made to seamlessly integrate OYEP into the Recruit HIPPO program, enhancing the overall impact on youth employment in the region.

INDUSTRY OF THE MONTH

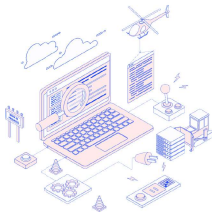
JANUARY

CHILDCARE



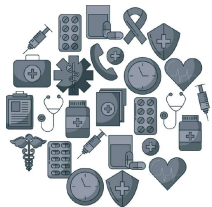
FEBRUARY

CTE MONTH



MARCH

HEALTHCARE



APRIL

MARITIME



MAY

TRAVEL & TOURISM



JUNE



JULY



AUGUST

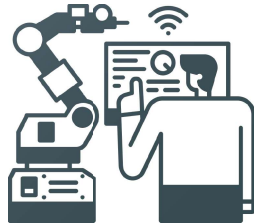
SEPTEMBER

AGRICULTURE



OCTOBER

MANUFACTURING



NOVEMBER

CONSTRUCTION



DECEMBER



Business Services Update

Current Status:

Business Services currently manages a database of 955 employers in our Launchpad system.

This number is continually increasing due to ongoing data entry efforts.

Launchpad License Distribution:

The process of distributing 10 licenses to partner organizations is underway.

CCD, SCB, and OED have received official invitations and have successfully come on board.

Printed Business Services Book:

Efforts are in progress to publish the Business Services book in print once again.

This initiative aims to provide a tangible resource for businesses and partners.

Upcoming Goals:

The upcoming quarter will see the initiation of quarterly newsletters.

These newsletters will serve to update businesses and partners on the ongoing work and initiatives undertaken by Business Services.

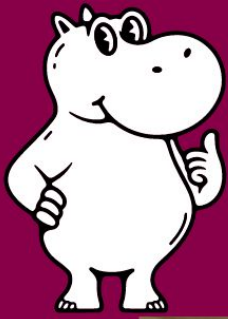
Sector Partnership Activity:

The Manufacturing Sector Partnership recently conducted a tour of UCC, focusing on the manufacturing pre-apprenticeship/apprenticeship programs.

This visit allowed us to see firsthand the impact and efforts of the sector partnership in the manufacturing sector.

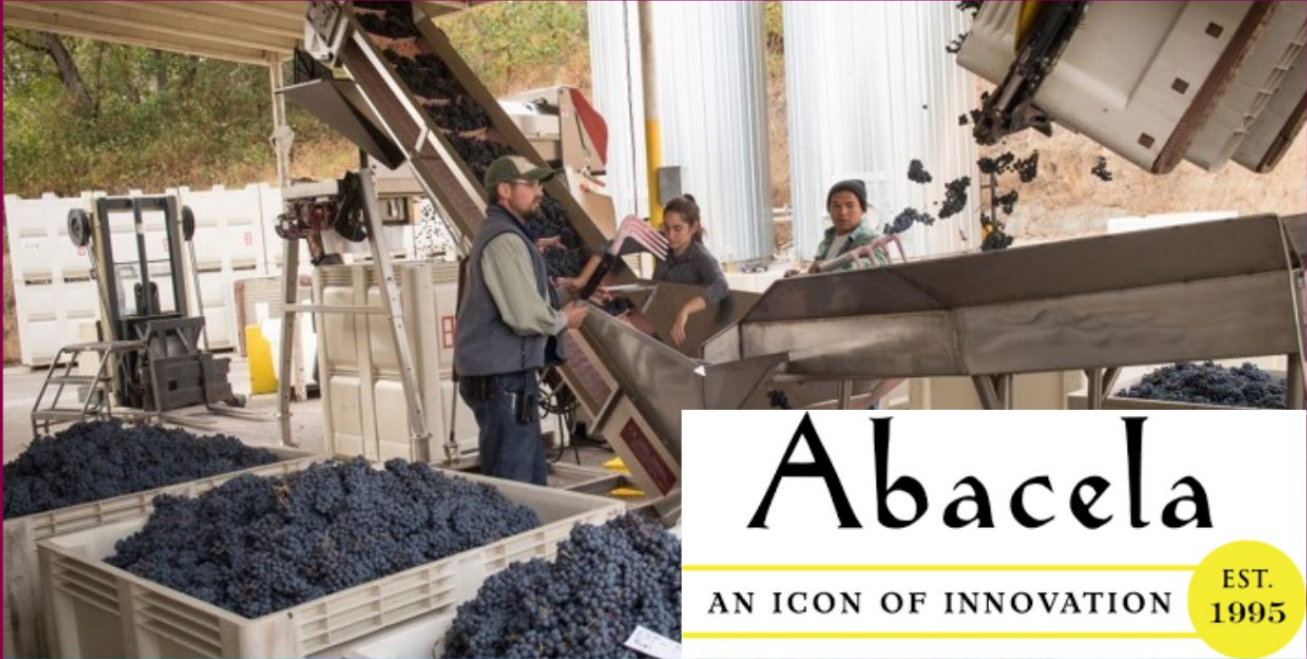
Conclusion:

Business Services is extending its footprint, encompassing 955 employers within the Launchpad system. The distribution of licenses to partner organizations, including CCD, SCB, and OED, is currently underway. Introducing quarterly newsletters is on the horizon, aiming to strengthen communication channels with businesses and partners. The recent tour conducted by the Manufacturing Sector Partnership reflects the continual commitment to collaboration and active involvement in supporting pre-apprenticeship and apprenticeship programs.



September 19th

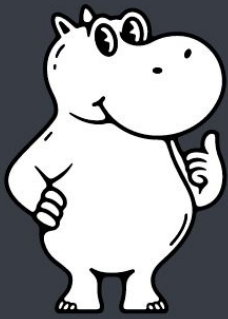
Get ready to uncork a unique learning experience as we invite you to join our Wine Discovery Tour. Learn about viticulture and oenology, where science, culture, and history blend seamlessly.



9:00 a.m. to 2:00 p.m
25 students invited on a first come first served basis

R.S.V.P
Amy Taylor
ataylor@sowib.org
541-900-4712





October 10th

From cutting-edge processes to advanced automation, we invite you to explore the manufacturing industry



R.S.V.P

Amy Taylor

ataylor@sowib.org

541-900-4712

9:00 a.m. to 2 p.m.

25 students invited on a first come first served basis





October 17th

Industry Tour



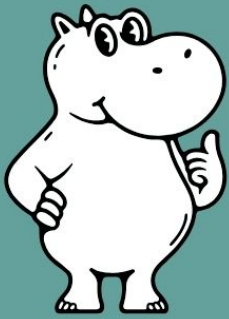
Riddle Plywood and Engineered Wood



9:00 a.m. to 2 p.m.
8 students invited on a first come first
served basis

Business Services
Amy Taylor
ataylor@sowib.org
541-900-4712





October 24th

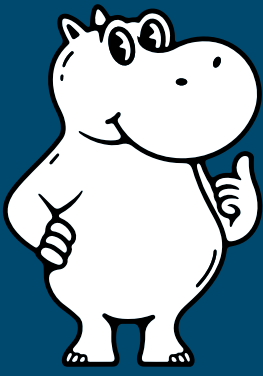
What kind of career do you want to build?
Come check out the Oakland Bridge project and then
learn how much goes into getting a boat on the water.



R.S.V.P
Amy Taylor
ataylor@sowib.org
541-900-4712

9:00 a.m. to 2 p.m.
25 students invited on a first
come first served basis





November 14th

Get hands on with Fabform Industries and learn how teamwork makes their business thrive! Followed by a tour of FCC Commercial Furniture to see what you can accomplish with their motto “Just make it happen” .



R.S.V.P

Amy Taylor

ataylor@sowib.org

541-900-4712

9:00 a.m. to 2 p.m.

**10 students invited on a first
come first served basis**





CHILD CARE INDUSTRY TOUR

January 9th, 2024

Learn about Early Childhood
Education careers!



BOYS & GIRLS CLUB
OF THE UMPQUA VALLEY

9:00 a.m. to 2:00 p.m
14 students invited on a first come first
served basis

R.S.V.P
Amy Taylor
ataylor@sowib.org
541-900-4712



recruit
HIPPO



Southwestern Oregon
SOWIB
Workforce Investment Board



Medical Assistant (MA) Update

- **New Registrations:** 9 new MA apprentices have registered since the last meeting, with a surge in August and September.
- **Applications Received:** 32 new applications showing strong ongoing interest, especially from Linn/Benton counties.
- **Applicant Awareness:** Majority learned about the program through doctor's office visits, interactions with existing MA apprentices at their workplace, and workforce centers.
- **Grant Application:** SOWIB applied for *BOLI Future Ready Round 4* grant at the end of October and has progressed to the second round in November.
- **Funding Use:** If awarded, the grant will help transition to an employer pay model and recruit more training agents to accommodate recent application influx.
- **Program Success:** 307 total registrations since inception with a continued 100% pass rate on the CCMA exam, outperforming the 78% national average.

Early Childhood Education Apprenticeship Program



Southwestern Oregon
SO3WIB
Workforce Investment Board



Early Childhood Education (ECE) Update

- **Current Apprentices:** 7 registered apprentices with one additional pending background check clearance.
- **Funding and Support:** Current apprentices are ARPA-funded, with enough funds for approximately 6 more apprentices.
- **Resources Provided:** Funding has been used to provide an apprentice with a computer and another with a printer.
- **National Apprenticeship Week Celebration:**
 - Attended by BOLI Commissioner Christina Stephenson in Coos Bay.
 - "*Coffee with the Commissioner*" event for community, apprentices, employers, and supervisors (including virtual participation).
 - Focus on promoting the ECE apprenticeship program.
 - Appreciation Gesture: Starbucks e-gift cards sent to apprentices as a thank you.



YOU'RE INVITED! JOIN OUR NATIONAL APPRENTICESHIP WEEK EVENT

Dear Apprentices, Training Agents, and Community Members,

National Apprenticeship Week (NAW) is taking place November 13-19, 2023, and Southwestern Oregon Workforce Investment Board's Early Childhood Education Apprenticeship is hosting Coffee with the BOLI Commissioner. We invite you to join us in person or virtually and learn more about our commitment to Registered Apprenticeships and how these unique work-based learning programs make a difference in our community.

Date: Tuesday, November 14th, 2023 **Time:** 10:00 A.M.

Location: ORCCA, Room 215, 1855 Thomas Ave, Coos Bay, OR 97420

Zoom Link:

<https://sowib-org.zoom.us/j/81134373470?pwd=Nk1JcEZkaHphZzlyVTY3QXlCaHdhdz09&from=addon>

Meeting ID: 811 3437 3470 **Passcode:** 627505

Contact: Laura Pumphrey, SOWIB Apprenticeship Manager, lpumphrey@sowib.org

The event will focus on the Early Childhood Education Apprenticeship and feature the BOLI Commissioner Christina Stephenson.

The benefits of Registered Apprenticeship are substantial for both job seekers and job creators. These "earn as you learn" models enable employers to fill open jobs, improve productivity and profitability, and reduce turnover while providing the American workforce with pathways to start new careers and acquire the skills needed for good jobs.

Please let me know if you have any questions about the event. If you'd like more details about National Apprenticeship Week, visit the NAW website apprenticeship.gov/NAW for information including history, state apprenticeship contacts, and the NAW events locator map.

We look forward to hearing from you and hope you can attend.

Best,

Laura Pumphrey

Apprenticeship Manager, SOWIB

714-225-3496 lpumphrey@sowib.org

Learn more: apprenticeship.gov/NAW



The Early Childhood Education Apprenticeship Presents

Coffee with the BOLI Commissioner

Tuesday, November 14, 2023 at 10:00 a.m.
ORCCA, Room 215, 1855 Thomas Ave, Coos Bay, OR 97420

Zoom Link:

<https://sowib-org.zoom.us/j/81134373470?pwd=Nk1JcEZkaHphZzlyVTY3QXlCaHdhdz09&from=addon>

Meeting ID: 811 3437 3470 Passcode: 627505

Join us in person or virtually to meet Christina Stephenson, BOLI Commissioner, while we celebrate National Apprenticeship Week!

We invite ECE apprentices, MA apprentices, training agents, and the community to join us.

Please contact Laura Pumphrey, SOWIB Apprenticeship Manager for more information:
lpumphrey@sowib.org or 714-225-3496

National Apprenticeship Week

November 13-19, 2023

WANT TO LEARN MORE ABOUT NATIONAL APPRENTICESHIP WEEK?

This year marks the 9th Annual National Apprenticeship Week (NAW)! NAW is a nationwide celebration established by the U.S. Department of Labor where employers, industry associations, labor organizations, community-based organizations, workforce partners, education providers, and government leaders host events to showcase the successes and value of Registered Apprenticeship. Apprenticeships are instrumental in re-building our economy, advancing racial and gender equity, building a pipeline to good quality jobs, and supporting underserved communities.

This year NAW's theme is **“Registered Apprenticeship: Superhighway to Good Jobs,”** to reflect the prominence that Registered Apprenticeship has received as a proven and industry-driven training model that expedites the pathway into good jobs and improves diversity, equity, inclusion, and accessibility (DEIA) in the workplace. Registered Apprenticeship is recognized as a key strategy to improving job quality and creating access to good-paying jobs for all, including populations historically underrepresented – women, people of color, and individuals with a disability – and underserved populations, such as youth and young adults. It addresses some of our nation's pressing workforce shortages in teaching, advanced manufacturing, clean energy, cybersecurity, and other high-priority sectors.

WHO SHOULD PARTICIPATE?

NAW is for everyone: employers, unions, students and other career seekers, educators, workforce leaders, community based organizations, federal agencies, and other critical partners that support the expansion and diversification of Registered Apprenticeship or want to learn more about it.



NAW Achievements Over the Past 8 Years:



- ✓ All **50 States** Participated
- ✓ Over **6,800 Events** Held
- ✓ Over **800,000 Attendees**
- ✓ Over **1,300 Proclamations** Issued

Figures represent cumulative NAW engagement



WHY PARTICIPATE?

NAW gives **employers, unions, and other Registered Apprenticeship sponsors** the opportunity to showcase their programs, facilities, and apprentice achievements. It gives **apprentices** a platform to share their apprenticeship experience and how it has transformed their lives. It provides **the public** with the opportunity to learn more about the benefits of Registered Apprenticeship and the programs available in their communities. NAW also creates the space to continue the national dialogue on how to best use Registered Apprenticeship to increase DEIA at the workplace.

HOW CAN I PARTICIPATE?

Join Registered Apprenticeship champions from across the U.S. by hosting an apprenticeship related event or activity, signing and submitting a proclamation, or attending an event in your community.

WHAT COUNTS AS AN EVENT?

Hosts across the U.S. have put the spotlight on Registered Apprenticeship through virtual events, apprenticeship graduations, roundtables, open houses, inclusive conversations, career fairs, skills competitions, and more.



"Help us make this the best National Apprenticeship Week yet, and remember to tag us on social media with #NAW2023 and #ApprenticeshipUSA!"

- John Ladd, Administrator, Office of Apprenticeship



Visit [Apprenticeship.gov/National-Apprenticeship-Week](https://www.apprenticeship.gov/National-Apprenticeship-Week) to learn more about NAW, find an event, submit a proclamation, and to access resources to help plan, promote, and enhance your own event.

Explore Registered Apprenticeship Today!

Want to learn more? Visit the U.S. Department of Labor's one-stop source for all things apprenticeship: www.apprenticeship.gov or email us at apprenticeship@dol.gov.

APPRENTICESHIPUSA™
★★★



THW Training Program

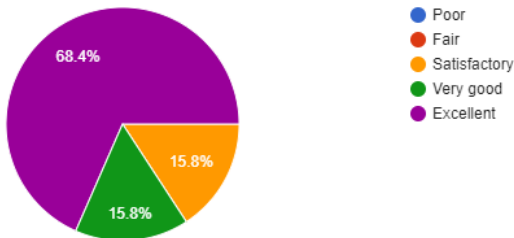
Southwestern Oregon Workforce Investment Board's program will develop a robust group of Traditional Health Workers to provide mental health, behavioral health, addiction recovery, and birth care support for priority populations to improve individual and community health in Coos, Curry, and Douglas counties. Program runs through June 2025.

Fall 2023 Newsletter

BY THE NUMBERS:

Logistics	2—OHA HOWTO Grant Progress Reports submitted 2—THW Advisors supporting trainees through certification and beyond
Partners	3—Counties represented by partners 45—Agencies or tribes represented in planning for the project 85—THW Training Program Partners
Trainers	7—Training Partners providing sessions to our cohorts in Peer Support Specialist-Substance Use Disorder (PSS-SUD), Peer Support Specialist-Mental Health (PSS-MH), Youth Support Specialist (YSS), Doula, and Community Health Worker (CHW)
Trainees	81—Inquired 51—Engaged in training 42—Completed training and READY TO WORK! 1—Enrolled in future training 12—THWs certified 3—Gained employment as a direct result of training 19—Employed in THW field
PSS-SUD	20—Goal 18—Completers 6—OHA Certified
PSS-MH	20—Goal 10—Completers 1—OHA Certified
YSS	20—Goal 8—Completers 5—OHA Certified
Douglas	6—Goal 4—Completers 0—OHA Certified— <i>must attend three births before being certified</i>
CHW	12—Goal 0—Training starts in 2024
WEx	4—Agencies hosting trainees for Work Experience

What is your overall level of satisfaction with the training?



Survey Says...

The THW Advisors sent an anonymous survey to the training completers to gauge satisfaction levels of the training program, course content, barrier removal, certification process, work experience, and employment.

84% rated their overall level of satisfaction with the training as “Excellent” or “Very Good.” People appreciated the diversity of experience in their cohort, the professionalism, the helpfulness of the THW Advisors, and the value in becoming a THW.

Over half of all responders said that the SOWIB THW program assisted them in removing barriers to participation, ranging from the cost of the training to a tablet to take the online courses on, or transportation when needed.

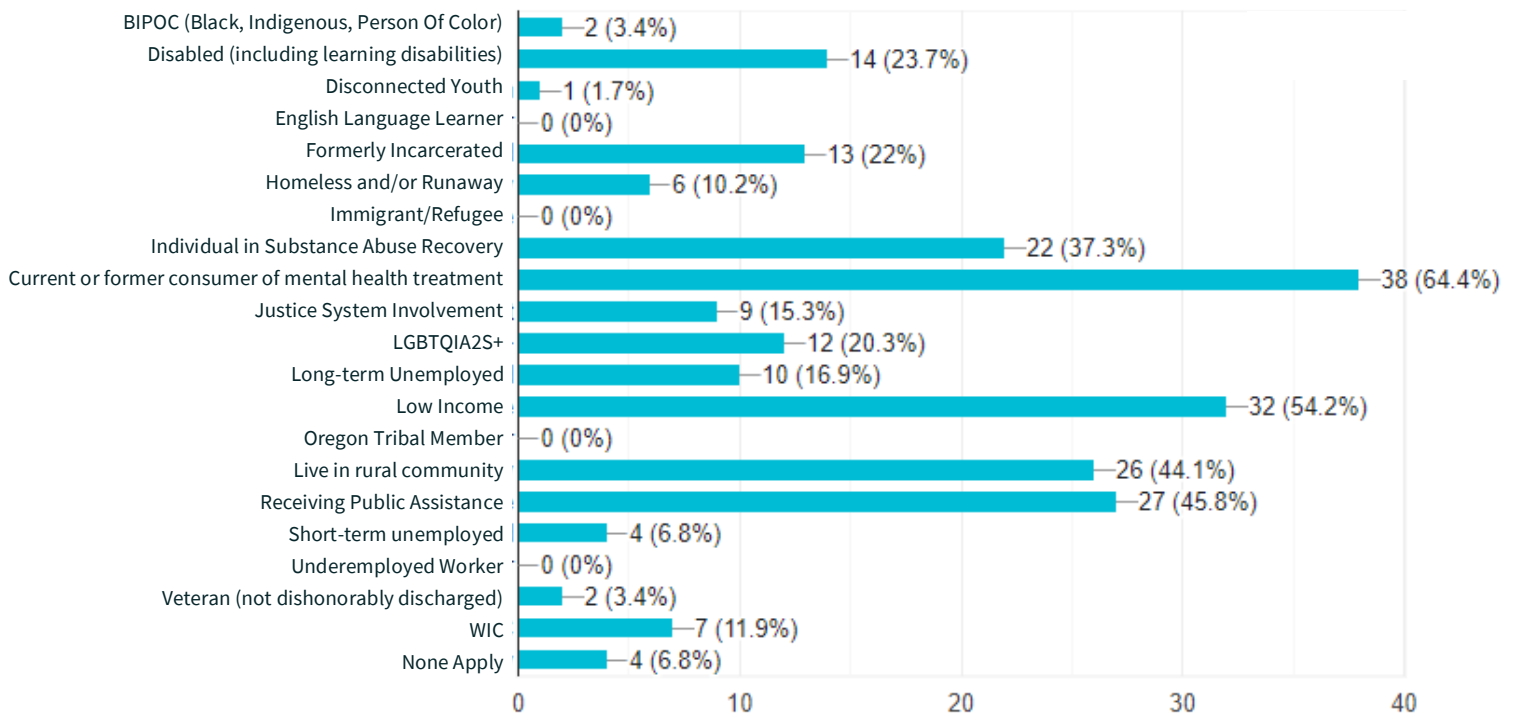
One trainee stated “I really responded to the motivational interviewing and using it to be a better listener so that I can be of service and make people feel supported.”

84% of those surveyed have either started the process of or already received certification from OHA for the THW Registry.

“I enjoyed how collaborative and experience-oriented the training was. I felt that the trainers did a great job celebrating intersectional identities and allowing us time to practice our skills through one-on-one scenario training.”
 - Youth Support Specialist Trainee

Trainee Characteristics from the Demographic Survey

All enrolled trainees are sent a Demographic Survey to collect data for our OHA reporting. This survey helps us know if we are engaging people with lived experience who will be working with our underserved and priority populations.



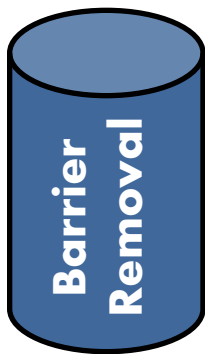


Meet the THW Advisors

Sandy Heine and Paul Gonzales bring their lived and work experience to the positions of SOWIB's THW Advisors. They play an integral role in being a consistent connection and support system throughout the entire THW Trainee pathway, from enrollment through training to THW certification and Work Experience. Sandy and Paul also providing professional development and continuing education opportunities.



The Three Pillars of the SOWIB THW Training Program



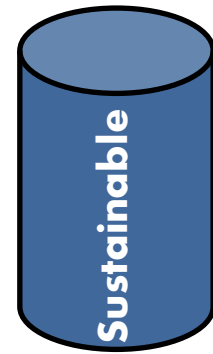
BARRIER REMOVAL

The first pillar is ensuring that the trainees who represent priority populations are able to participate, regardless of income or circumstance. This has included removing barriers by purchasing tablets, bus passes, hotel and gas for in-person training sessions, along with covering the cost of the training sessions themselves.



THW ADVISORS

Providing support and easy access to someone who can answer questions is the second pillar, allowing trainees to smoothly progress through the steps to becoming certified and gaining employment. Our THW Advisors are currently assisting trainees with participating in Work Experiences at local agencies. Some participants have never been employed before, so the care that Sandy and Paul deliver has helped make this a successful launch into their careers.



SUSTAINABILITY

Making sure that all Community Based Organizations, regardless of size and infrastructure, are able to have THWs provide services to their clients is a primary goal and the third pillar of this grant project. The November Partners Meeting will focus on pathways to THW service reimbursement.

JOIN US!

Please come to the next quarterly SOWIB THW Training Program Partners Meeting to catch up with all the amazing progress and learn about how your organization can provide THW services to your clients.

Monday, November 13, from 12:30 pm - 2 pm. [Zoom Link](#)



Thank you to our Training Partners



Doula Training Center



Thank you to our Work Experience Host Agencies





South Coast
Early Learning

IMPACT REPORT



2021-2023

WHAT WE DO

CONTENTS

- 1 We are Early Learning Champions
- 2 We collect and assess data
- 3 We provide navigation
- 4 We empower families
- 5 We align
- 6 We coordinate
- 7 We invest
- 8 We add capacity

ABOUT US

We are the Regional Early Learning Hub for Coos, Curry, and Coastal Douglas Counties.

Our vision is a community where all young children, prenatal to age five, experience an early start that results in positive health, education, and life outcomes regardless of zip code, race, and family income.

Our work is a part of the Statewide Early Learning System Plan: Raise Up Oregon. Backbone agency support is provided by the Southwestern Oregon Workforce Investment Board (SOWIB).

Why Focus on Early Childhood?

90% of brain development occurs in the first 5 years of life. Positive early childhood experiences build the foundation for healthy development and learning necessary to become thriving adults.



Soft skills, also known as power skills, include critical thinking, problem-solving, public speaking, writing, teamwork, digital literacy, leadership, attitude, work ethic, and intercultural fluency, and are learned in the first 5 years.



Access to childcare and family support leads to employment stability and success in school, benefiting communities and local economies.



Every dollar invested in high-quality birth-to-five early childhood education for children and families delivers a 13% annual return on investment.



WE ARE EARLY LEARNING CHAMPIONS

THE STAFF

Our dedicated team has been doing this important work together for over four years at the South Coast Early Learning Hub. Our secret sauce? Innovation and perseverance!

Charlotte Carver, our Operations superstar, has been cooking up some serious magic with our data and assessments, giving us the power to make even more data-backed decisions. Charlotte also manages our Community Investments while providing support to our partners. Meanwhile, **Jessica Porter**, who oversees our Family and Community Engagement work has built a Parent Advisory Council that is keeping us informed and empowering parents to take charge. Jessica also leads our coordinated enrollment work and is our in-house database expert! **Vanessa Broadley**, our Family Navigator knows how to dish out some serious familial love, building up strong bonds with families and crafting a Parent Cafe team that's so popular, it's always packed. **Corinne Potts**, our Home Visiting Systems Coordinator, has created a model professional development system

that's helping individuals who work with kids and families build important skills and relationships. **Skaidra Scholey**, our brilliant P-3 Coordinator, has been building serious community capacity, leading to additional services for young kids in Port Orford and Gold Beach. **Sara Stephens**, Director leads our work and promotes partnerships helping to fill big gaps in early learning services.

74

THE NUMBER OF
COMBINED YEARS
OUR TEAM HAS BEEN
WORKING IN SERVICE
TO KIDS AND
FAMILIES

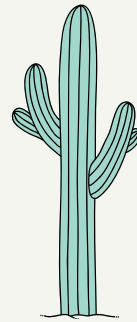
WE COLLECT AND ASSESS DATA

In 2022-23 we compiled regional data around access to Early Care and Education, community, family needs and preferences for care, demographics, and barriers for providers in operating an ECE Business. Here is what we learned.

Our Region is Childcare Desert:

25% of children ages 0-5 have access to a licensed or school-based slot.

(Less than 33% is considered a Childcare Desert)



Access has increased since 2021:

Overall access to care has increased by 5% compared to 2021. We still have not returned to pre-pandemic levels.

Preschool Age Care (ages 3-5):

41% of preschool age children have access to care, up 10% from 2021; an increase of 231 slots, 94 of which are state or federally funded.



Infant and toddler (ages 0-2):

Only 8% of children age 0-2 have access to licensed or school-based care. Some geographically isolated communities have no infant/toddler care altogether.



The reality is families cannot afford to pay for the full cost of care. The average annual cost of infant care in Oregon is more than the cost of college tuition. Public and private funding is required to operate a viable childcare business in our communities.

Data Assessment Continued

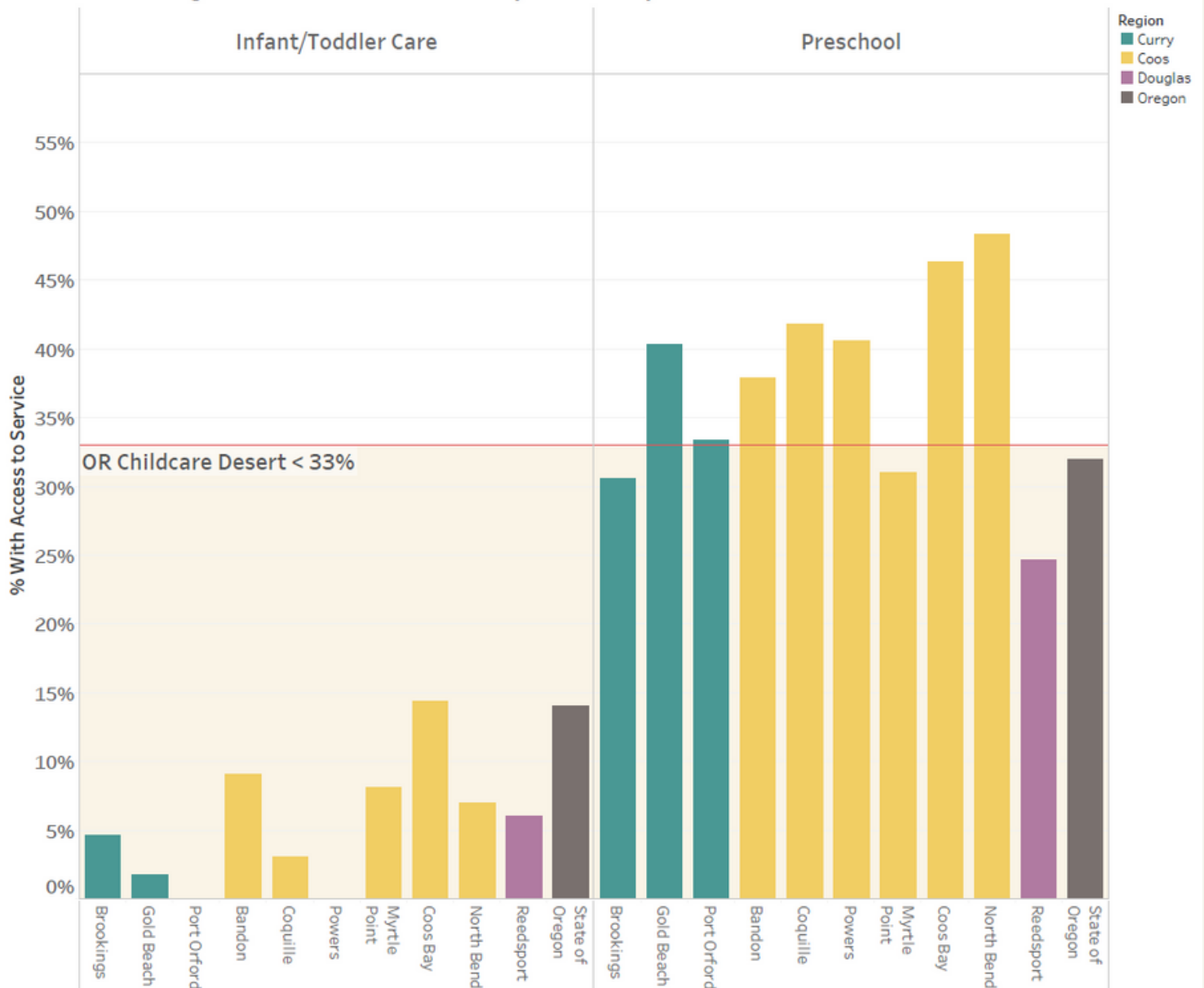
The Family Perspective:

- Affordable care is the highest need. The lack of access to high-quality affordable early care and education means families are forced to make difficult choices and compromise working or attending school.
- Extended care, drop-in, and flexible hours are all greatly needed options for families.
- Other needs identified by parents include trusted and trained staff, transportation, and smaller class sizes.

The ECE Workforce Perspective:

- Employment levels dropped severely during the COVID-19 Pandemic. Employment in ECE remains low and programs struggle to find qualified staff.
- Wages for the Early Care and Education workforce have been rising; however, they remain below a family living wage.
- Providers felt overwhelmed or burdened on the job, and without the skills they needed to effectively support or manage children’s behavior.
- Statewide policies and practices create barriers for programs to operate including background check backlogs. ERDC reimbursement rates do not cover the cost of care.

SCREL Service Region: % Access to Child Care by Community 2022



WE PROVIDE NAVIGATION

Specializing in program recruitment, eligibility, and enrollment, our team assists in a wide range of early learning programs. Our Family Navigator assists families in finding the perfect program fit for their young children to learn and grow.

11+

The number of partner agencies participating in Coordinated Enrollment

Baby Promise
Preschool Promise
Little Pirates Preschool
Coastal Families Relief Nursery
South Coast Head Start (SCHS)
South Coast ESD
Child Care Resource & Referral
Pathways to Positive Parenting
Local School Districts
MOMS Program
Oregon Department of Human Services

134

Miles of coastal service

From Reedsport to Brookings, our support is individualized to each community.

562

The number of free infant and preschool slots on the South Coast

We coordinate with partner agencies to understand their services and address community and family needs through a variety of program models and settings.

353

The number of families we navigate into programs each year

We work alongside families to find the program(s) that best suits their unique needs. Our experienced navigation team provides assistance and support throughout the recruitment, application, eligibility determination, and enrollment/referral process.

2,284

The number of hours spent on navigation each year

With specialized, contracted and full time staff, significant time is dedicated to connecting with families, and helping them find care.

WE EMPOWER FAMILIES

Parent Cafes and Parent Advisory Councils (PACs) are exceptional spaces that promote individual empowerment and family resilience.

These groups are focused on connecting staff and parents in an authentic way that:

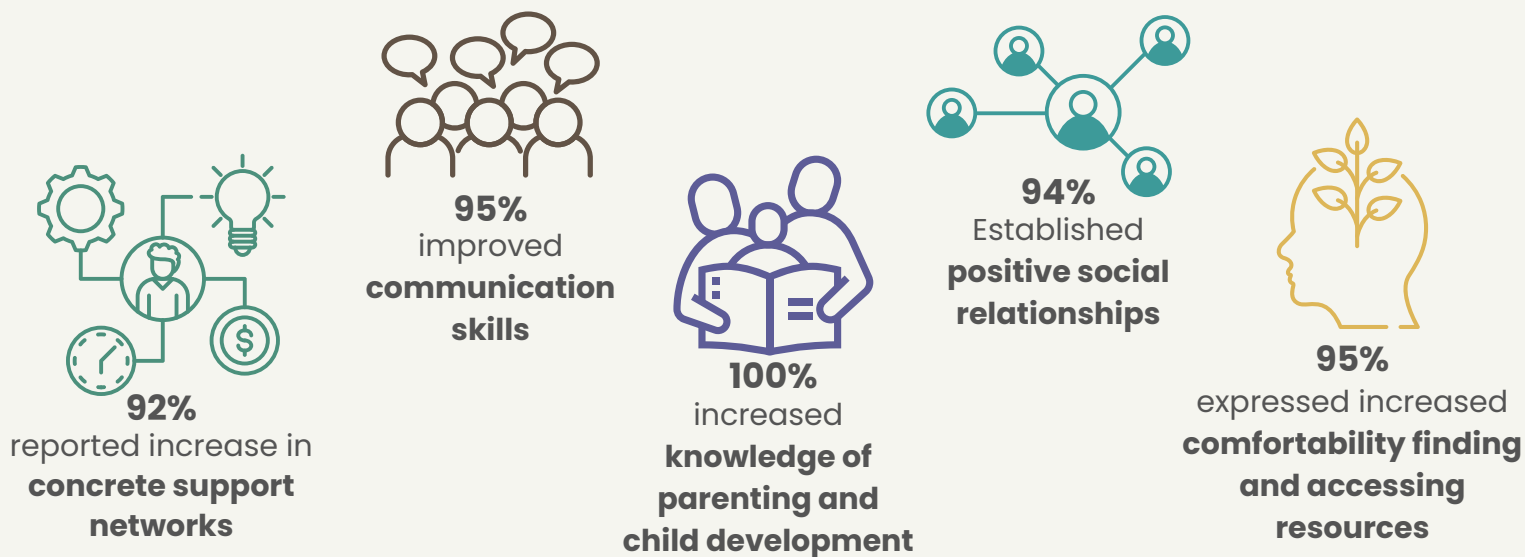
- Strengthens families
- Deepens engagement
- Builds parent leadership
- Increases community resilience

Our journey started with Parent Cafes. These safe spaces allow parents to authentically connect with one another to build resilience through research-based protective factors.

Caregivers from this group and the community were then recruited to join our Parent Advisory Council (PAC).

The PAC works towards immediate change and long term transformation within the community. This includes providing insight for and building relationships with community partners such as Advanced Health, Pathways to Positive Parenting, as well as our Early Learning Hub.

What does the data say?



"I felt very supported and I truly appreciate everything you all do."

"It was raw and real and relatable... I really enjoyed this time with everyone tonight."

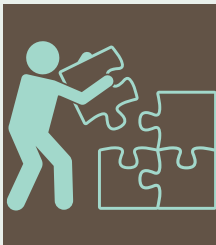
"It was great and I feel like I really got in touch with my emotions and took a lot away from this cafe as far as not feeling alone."

"I plan to do more to seek community supports and advocate for me and my family."

WE ALIGN PRENATAL TO GRADE 3

Supporting 13 elementary schools across the region with a community-specific focus in Port Orford.

Our P-3 efforts are focused on research-based strategies that strengthen relationships between early learning providers, elementary schools, and families, to build a strong continuum of support for children from birth through early elementary school. This project is funded, in part, through our partnership with The Ford Family Foundation.



SERVICE EXPANSION

Strategic initiatives to broaden services for families and children in Port Orford include an American Sign Language Play and Learn group, utilizing community buildings for childcare, and collaborating with partners to secure funding.



PROMOTING EQUITY

For two years, the P-3 coordinator has led a monthly Diversity, Equity, and Inclusion (DEI) Cohort of Curry County leaders.

Partnering with the Home Visiting System Coordination project to offer a monthly cohort model DEI Professional Learning Community (PLC) for early childhood educators, providers, and home visitors.



FACILITATING COMMUNITY PARTNERSHIPS

Effectively connecting school districts and community partners with funding streams to improve access, enhance, and align early childhood programming.



COLLABORATING WITH SCHOOL DISTRICTS

Supported the establishment of new preschool classrooms in the Central Curry School District at Riley Creek Elementary through a mixed delivery partnership between the Central Curry School district and South Coast Head Start.

Our organization serves as the hub connecting home visiting programs throughout the region. Our collaborative efforts are aimed at bolstering and broadening these programs, supporting professionals, and raising awareness and participation levels. This project is funded, in part, through our partnership with The Ford Family Foundation.

WE COORDINATE HOME VISITING SYSTEMS

Our Strategies:

- By maximizing funds and resources we collectively leverage dollars
- Focusing on communication and maintaining ongoing relationships between partners has built a foundation of trust, understanding and a greater sense of community
- We engage in common referral, intake, and information sharing to increase awareness of available services
- Combining efforts, funds and capacity allows us to access higher quality and specialized training that directly speaks to the needs of our workforce leading to improved skills of service providers and positive impacts in the quality of support families receive

The heart and overall mission of this work is that regardless of which program families engage in, they receive high-quality support and services.

\$148,869

In-kind & Leveraged Funds to Support Coordination Efforts & Projects

100%

Of partners agree that program leaders are effective at working together

90

Families served through the Group Connections Project: A Co-Operative Service between 6 Partners

46

Professional Development Opportunities Offered

84

Professionals from 21 programs received quality targeted training

WE INVEST

Funds from the Department of Early Learning and Care allow us to collaborate and innovate with local programs.

Focus Areas include:

- Family Support services
- Parent Education and Engagement
- Kindergarten Transition Programs
- Professional Learning Teams

\$249,781

In 15 projects and programs

Serving over 1,215 kids and families

Impacting every community on the South Coast



WE ADD CAPACITY

At SCREL, we believe that **community engagement** is key to our success. SCREL staff sit on **28 various community boards, committees, and councils**. By supporting the community, we get to learn about the gaps that could be filled to make our community even better. Check out a few of the amazing projects we've teamed up on.

Coastal Families Relief Nursery

As a founding partner with United Way of Southwestern Oregon we are thrilled to have a relief nursery back in Coos Bay. Now its own 501(c)3, Coastal Families Relief Nursery partners with vulnerable families to identify their needs, set strength-based goals, and provide ongoing support using a holistic approach that includes therapeutic early childhood program classrooms, home visits, outreach services, and parent education programs. All services are free to families.

Healthy Families Oregon

After a five-year absence, HFO is back, offering home visits that support and educate families. The South Coast Education Service District (SCESD) serves as the new backbone. HFO is a multi-site, state-accredited program that uses evidence-based home visits to boost attachment security and curiosity in kiddos.

Welcome Baby Bags

In partnership with the MOMS Program at Bay Area Hospital, SCREL provides Welcome Baby Bags to Nurse Home Visitors to give to new families. The bags are full of supplies, resources, and activities to support families with newborns.

South Coast Equity Coalition

In partnership with United Way of Southwestern Oregon and with the support of many other individuals and partners, our region now has a Regional Health Equity Coalition. The South Coast Equity Coalition is part of a statewide initiative serving as a bridge to historically underserved and underrepresented communities.

Early Care and Education Apprenticeship

In partnership with the Southwestern Oregon Workforce Investment Board (SOWIB), South Coast Head Start (SCHS), Southwestern Oregon Community College (SWOCC), Umpqua Community College (UCC), and United Community Action Network Head Start, Coos, Curry and Douglas counties are the first in the state to have an ECE apprenticeship program!

Diversity Summit

Each year SCREL partners with ODHS and the South Coast Equity Coalition to bring a full day of training to South Coast partners and individuals. Last year we had over 500 participants.

GOVERNANCE COUNCIL

Jeremy Skinner, Chair
Margie House, Vice Chair
Marie Simonds, Secretary
Kyle Stevens, Treasurer
Laura McKeane

Carol Hacherl
Kristina Simpson
Whitney Warr
Taya Noland
Wendi Baird

FUNDING PARTNERS

The Ford Family Foundation
Oregon Department of Early Learning and Care
Coos County Systems of Care

WE THANK YOU
FOR YOUR CONTINUED SUPPORT IN
OUR VISION!



Southwestern Oregon Workforce Investment Board
Statement of Financial Position Summary
As of September 30, 2023

		<u>Total</u>
ASSETS		
Current Assets		
Bank Accounts	\$	453,471.94
Accounts Receivable		972,533.09
Other Current Assets		17,691.90
Total Current Assets	\$	1,443,696.93
Fixed Assets		319,680.21
TOTAL ASSETS	\$	1,763,377.14
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable	\$	62,468.77
Credit Cards		15,258.12
Other Current Liabilities		358,861.81
Total Current Liabilities	\$	436,588.70
Total Liabilities	\$	436,588.70
Equity		1,326,788.44
TOTAL LIABILITIES AND EQUITY	\$	1,763,377.14

Southwestern Oregon Workforce Investment Board
Budget vs. Actuals: Consolidated Operational Budget FY24 - FY24
 July - September, 2023

	Actual		Budget	Total	over Budget	% of Budget
Revenue						
Revenue	1,374,213.00		11,612,920.00		-10,238,707.00	11.83%
Total Revenue	\$ 1,374,213.00	\$	11,612,920.00	-\$	10,238,707.00	11.83%
Gross Profit	\$ 1,374,213.00	\$	11,612,920.00	-\$	10,238,707.00	11.83%
Expenditures						
Personnel Costs	56,695.14		2,382,149.00		-2,325,453.86	2.38%
Operating Expenses	60,382.00		246,452.00		-186,070.00	24.50%
Community Investments	418,171.40		2,461,725.00		-2,043,553.60	16.99%
Sub-Awards/Service Contracts	522,584.84		2,960,375.00		-2,437,790.16	17.65%
Total Expenditures	\$ 1,057,833.38	\$	8,050,701.00	-\$	6,992,867.62	13.14%
Net Operating Revenue	\$ 316,379.62	\$	3,562,219.00	-\$	3,245,839.38	8.88%
Net Revenue	\$ 316,379.62	\$	3,562,219.00	-\$	3,245,839.38	8.88%

Southwestern Oregon Workforce Investment Board
Budget Overview: Consolidated Operational Budget FY24 - FY24
 July 2023 - June 2024

	Approved	Adjustment	Revised
Revenue			
Revenue	\$ 11,612,920.00	\$ 41,689.00	\$ 11,654,609.00
Total Revenue	11,612,920.00	41,689.00	11,571,231.00
Gross Profit	11,612,920.00	41,689.00	11,571,231.00
Expenditures			
Personnel Costs	2,382,149.00	(194,993.00)	2,187,156.00
Operating Expenses	246,452.00	-	246,452.00
Community Investments	2,461,725.00	(13,227.00)	2,448,498.00
Sub-Awards/Service Contracts	2,960,375.00	(207,598.00)	2,752,777.00
Total Expenditures	\$ 8,050,701.00	\$ (415,818.00)	\$ 7,634,883.00
Net Operating Revenue	\$ 3,562,219.00	\$ 457,507.00	\$ 3,936,348.00
Net Revenue	\$ 3,562,219.00	\$ 457,507.00	\$ 3,936,348.00

Special Topic: Highest vs Lowest Paid Occupations

Coos County's Highest & Lowest Paid Occupations by Median Wage (2023)

**The 5 Highest Paid Occupation Groups in the South Coast
 by Median Wage (2023)**

Occupation Title	Median Hourly Wage
Healthcare Practitioners and Technical Occupations	\$41.60
Architecture and Engineering Occupations	\$38.16
Management Occupations	\$37.71
Computer and Mathematical Occupations	\$34.30
Legal Occupations	\$33.93

**The 5 Lowest Paid Occupation Groups in the South Coast
 by Median Wage (2023)**

Occupation Title	Median Hourly Wage
Healthcare Support Occupations	\$17.83
Personal Care and Service Occupations	\$17.42
Sales and Related Occupations	\$16.09
Building and Grounds Cleaning and Maintenance Occupations	\$15.68
Food Preparation and Serving Related Occupations	\$14.66

As of this year, the median wage for all jobs in the South Coast is \$19.81 an hour. This means half of all jobs pay more than this, while the other half pays less.

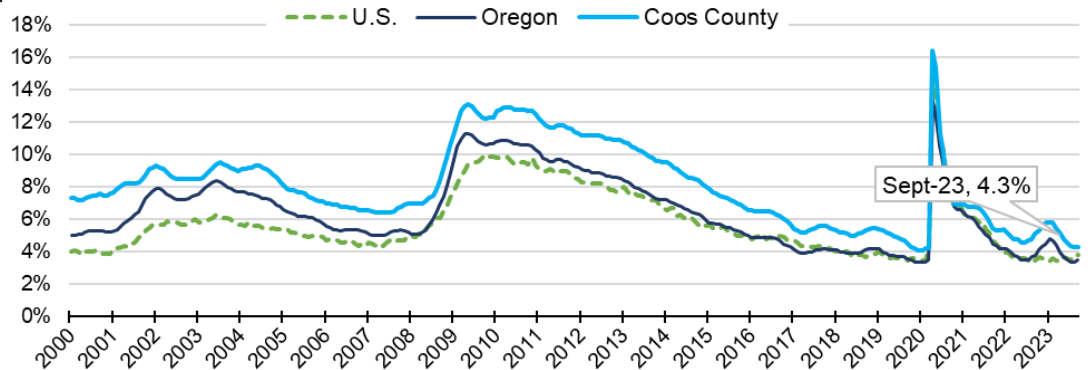
Healthcare practitioners and technical occupations pay the highest median hourly wage (\$41.60), followed by architecture and engineering occupations (\$38.16), and management occupations (\$37.71).

Food preparation and serving related occupations, on the other hand, pay the lowest median hourly wage (\$14.66) of any occupation group. This is followed by building and grounds cleaning and maintenance occupations (\$15.68), and sales related occupations (\$16.09).

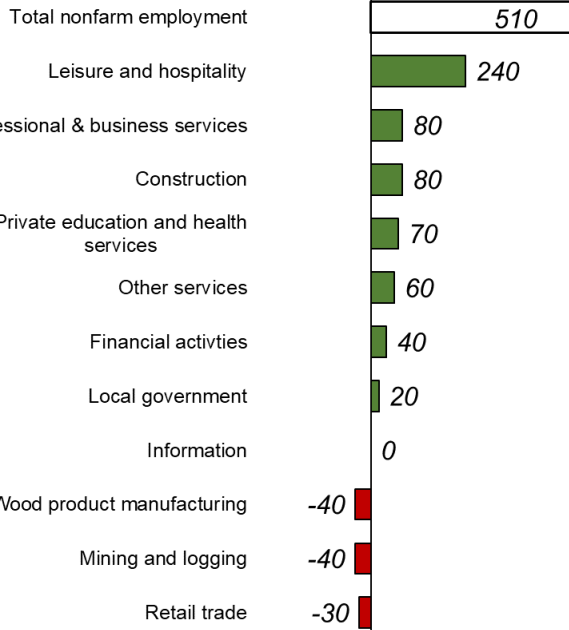
Source: Oregon Employment Department, 2023 Oregon Wage Information

Unemployment Rate at 4.3%

- Unemployment rate September 2022 was 5.1%
- Unemployment rate remained the same over-the-month



Source: Oregon Employment Department, LAUS



Industry Employment Change: Sept. 2022 to Sept. 2023

Coos County adds 510 jobs over the year

- [Detailed September Employment Press Release](#)

Carlos Diaz—Southern Oregon Workforce Analyst

Carlos.D.Diaz@employ.oregon.gov

(541) 414 - 5325

[QualityInfo.org](#): Your source for the latest economic data, highlights, and analysis.

Explore more on Southwestern Oregon's economy here:

[Southwestern Oregon: The Latest Research](#)

Special Topic: Highest vs Lowest Paid Occupations

Curry County's Highest & Lowest Paid Occupations by Median Wage (2023)

**The 5 Highest Paid Occupation Groups in the South Coast
 by Median Wage (2023)**

Occupation Title	Median Hourly Wage
Healthcare Practitioners and Technical Occupations	\$41.60
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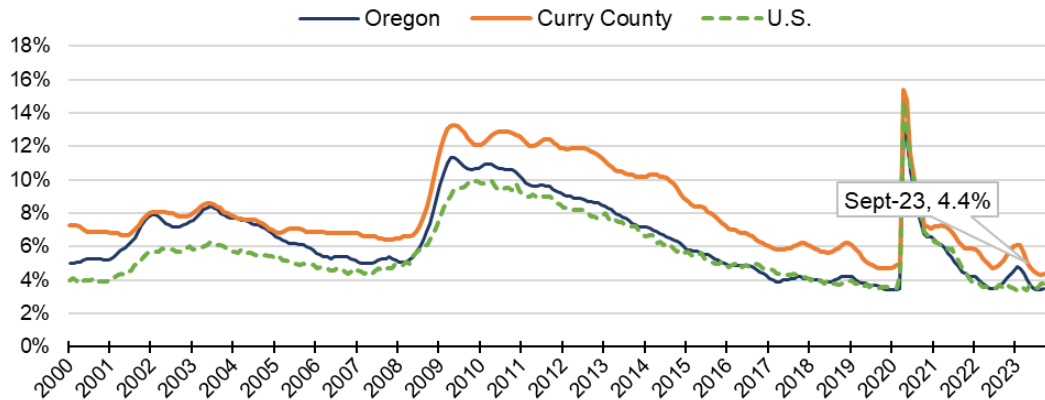
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Source: Oregon Employment Department, 2023 Oregon Wage Information

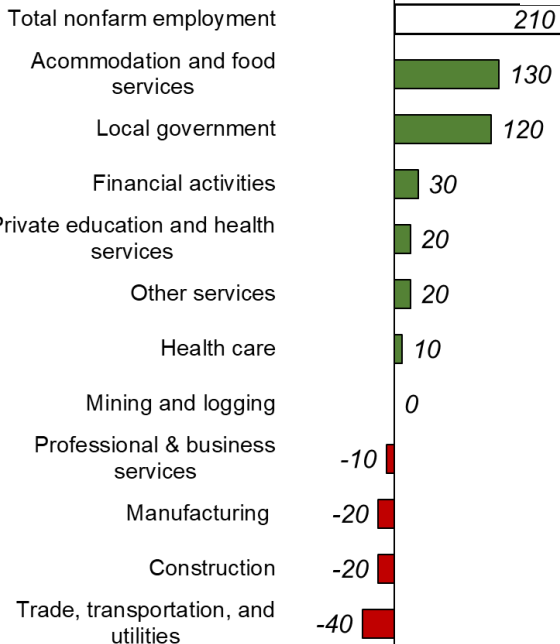
Unemployment Rate at 4.4%

- Unemployment rate September 2022 was 5.2%

[More info on unemployment](#)



Source: Oregon Employment Department, LAUS



Industry Employment Change: Sept. 2022 to Sept. 2023
 Curry County adds **210 jobs** over the year

- [Detailed September Employment Press Release](#)

Carlos Diaz—Southern Oregon Workforce Analyst
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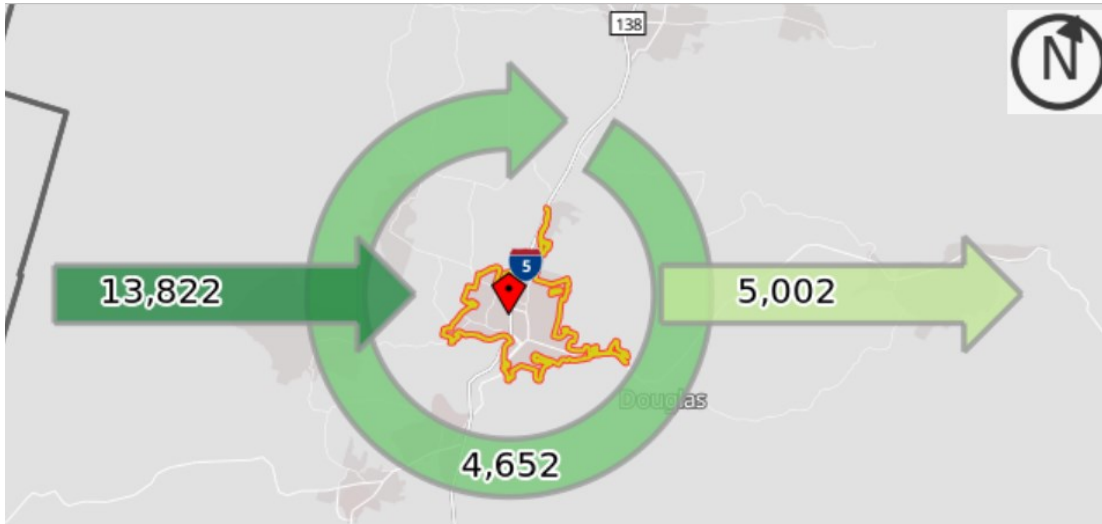
Explore more on Southwestern Oregon's economy here:
[Southwestern Oregon: The Latest Research](#)

DOUGLAS COUNTY ECONOMIC INDICATORS

October 2023

Graph of the Month: As a regional hub, many workers in the city of Roseburg commute in from the outside. Of the 18,500 workers within city limits, around 14,000 live outside the city, many in nearby places such as Green, Sutherlin and Winston. 5,000 Roseburg residents commute out for work.

Job Inflow and Outflow from Roseburg City, 2020



Source: U.S. Census Bureau, OnTheMap

Notable Over-the-Year Employment Changes

September 2022 to September 2023

Leisure and Hospitality: 170 (+5%)

Private Education and Health Services:
 270 (+4%)

Manufacturing: -110 (-2%)

Retail Trade: -240 (-5%)

All Industries: 140 (+0%)

Employment change from February 2020 (seasonally adjusted):
 -400 (-1%)

Source: [Oregon Employment Department Current Employment Estimates](#)

News and Articles

Quality Info: [Psilocybin Services: Oregon's Newest Industry Begins Popping Up](#) by Guy Tauer

QualityInfo: [Summer 2023 Hiring Among Oregon's Private Employers](#) by Anna Johnson

Oregon Office of Economic Analysis Blog: [Parents and the Labor Force, 2023 Update](#)

Latest Douglas County Economic Data

Unemployment rate: [4.5%](#)
 (seasonally adjusted)

Change from previous
 year: [-1.3 pct. points](#)

Number of job vacancies,
 Summer 2023: [2,787](#)

Change from Summer
 2022: -14%

Business highlights: [new
 openings, closings & hiring
 events](#)

- **Closure:** Forget Me Not Village – a program in Roseburg for people suffering from Alzheimer's, dementia, Parkinson's, and other diseases – closed.
- **Expansion:** CHI Mercy Health in Roseburg will undergo a \$35-million upgrade to its operating rooms, emergency department patient care areas, and other facility needs.

[QualityInfo.org](#): your source for the latest economic data, highlights and analysis



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Barriers to Nursing Workforce Retention and Attraction in Rural Areas

Rick Allgeyer and Dawne Schoenthal

Oregon Center for Nursing (OCN) is a nonprofit nursing workforce leader that facilitates research and collaboration for Oregon's nursing workforce to support informed, well-prepared, diverse, and exceptional nursing professionals. This project aims to support workforce programs through evidence-based research uncovering the barriers to workforce sustainability and expansion specific to low-income and rural communities.

Every area of practice within healthcare is looking to find solutions to attract and retain nurses because of the national shortage of nurses. However, research tells us that an increased volume of new nurses alone will not solve hiring disparities in certain sectors and specialty practices (UCSF, 2022). The nursing workforce is heterogenous with complex factors systemically perpetuating a maldistribution of the nursing workforce (OCN, 2019). These factors lead to rural areas chronically

struggling to recruit and retain nurses, especially new graduates (Calleja, Adongteng-Kissi, & Romero, 2019; Cosgrave, Malatzky, & Gillespie, 2019). Additionally, community-based practice settings (e.g., long-term care, ambulatory care, public health, etc.) have higher vacancy and turnover rates than found in acute care settings (OCN, 2018). Taken together, community-based practice settings in rural communities face increasing difficulties in finding and retaining an adequate supply of nurses. This situation is deeply troubling as nurses practicing in community-based settings, principally long-term care and ambulatory care settings, have a greater influence on the overall health status of the community (OCN, 2021).

Rural communities face some of the same barriers to recruitment and retention found in urban communities, such as pay, workplace culture, and workloads (LaSala, 2000), but many other barriers have a larger influence in rural communities compared to urban areas. These include barriers associated with a lack of suitable housing, distance to desired services, lack of social connections, the lack of employment opportunities for spouses and

Acknowledgment: This work was made possible by the Future Ready Oregon Grant (22-054Y), administered by the Oregon Higher Education Coordinating Commission.

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and partners of healthcare workers, and characteristics of the local community (Abelson, et al., 2020; Cosgrave, Malatzky, & Gillespie, 2019). Because of these factors, many employees view their employment as time-limited commitment, which can severely affect retention of the workforce. Thus, the decision of the healthcare worker to start, stay, or leave a job in a rural community is based on complex set of socioeconomic factors (Abelson, et al., 2020).

OCN has conducted statewide research on the maldistribution of nurses and has found supporting evidence of potential factors contributing to hiring and retaining nurses in our embeddedness work (OCN, 2021). This project will continue that research tailored to low-income, rural settings to unveil the determinants of turnover as well as the detractors in recruitment. Quantitative analysis will be employed to assess the constraints in the local area market for nurses entering and staying in community-based settings within healthcare. This project aims to identify the specific obstacles and resistances to workforce growth of low-income communities that may include women, persons of color, members of the LGBTQ+ community, and members of Oregon's federally recognized Indian tribes. This pilot will also be used to test the interview process and data collection methods to ensure replicability, so it can be utilized in other communities and priority population sectors statewide.

OCN partnered with the Southwest Oregon Workforce Investment Board (SOWIB) to examine the barriers and attractors to recruitment and retention of nurses within the catchment area of Coos County. This county has the third highest rate for both children born into poverty and food insecurity in Oregon. The median household income is \$49,445, markedly below the statewide median household of

\$62,818. The area is also severely underrepresented in nursing for long-term care and in ambulatory care settings. Coos County consistently ranks among the lowest in County Health Rankings & Roadmaps (University of Wisconsin, 2023) in health behaviors, social and economic factors, and is designated as a low-income/high homeless population area with a primary care health professions shortage by the Oregon Health Authority (2023).

Methods

OCN partnered with the Southwest Oregon Workforce Investment Board (SOWIB) to serve as the local partner for the study. OCN staff met with SOWIB staff in Coos Bay on January 6, 2023 to discuss the purpose of the study and to outline the roles and responsibilities of OCN and SOWIB. SOWIB staff were asked to identify and invite appropriate staff from various practice settings across Coos County. OCN identified several practice settings to be included in the focus group interviews; they include, acute care, ambulatory care, long-term care, nursing education (local community college), public health, and school nursing from local school districts. SOWIB was also asked to assist in securing meeting space at a local venue.

OCN staff drafted the Barriers Project Questionnaire based on the available literature and from experience with the Rural and Frontier Listening Tour conducted by the Oregon Office of Rural Health (2016; 2017). The questionnaire (available in Appendix A) was designed to prompt participants to describe the perceived barriers and attractors impacting the ability of employers in Coos County to hiring and retaining nurses in their workforce. The questionnaire asked participants to describe the most impactful barriers and attractors to recruitment at the community and practice-level. Employers were then asked about the barriers and attractors impacting retention.

Questions regarding barriers and attractors focused on factors directly related to the practice of nursing and to factors related to the community. Factors related to the practice of nursing include issues such as pay, workload, and workplace culture. Community factors are those conditions tied to the community where nurses live and work, such as housing, employment opportunities for the spouse/partner, K-12 education, and the ability to assimilate into the community.

SOWIB staff invited staff from acute care, ambulatory care, and long-term care to participate in the focus group interviews held at the [Coos County History Museum](#). Focus group interviews with staff from nursing education, public health, and school nurses were scheduled separately by OCN staff, as they had previous relationships with staff from these practice settings. The focus group interview for staff from public health was conducted at the Coos County History Museum and adjustments to interview locations were made to accommodate the other practice settings near or at their place of work. All focus group interviews were conducted between April 25, 2023 and May 9, 2023. Each focus group interview was scheduled for two hours and was comprised of staff exclusively from the same practice setting, so the unique perspective from each practice setting was preserved during the focus group and not diluted by viewpoints from other practice settings. OCN staff conducted each focus group interview. During the focus group interviews, OCN staff described the purpose of the study and outlined the process for the conducting the interview. OCN staff read each question from the Barrier Project Questionnaire to focus group participants. Focus group participants' comments were recorded by OCN staff for future analysis.

Utilizing the Framework Method, a seven-step procedure for analysis of qualitative

data was followed. The first was to combine the independently developed interviewer notes into a shared data set, assigning case numbers to each interview occurrence. The interviewers then collectively reflected on the notes and recollection of the interviews to ensure all elements of the captured information were represented well in the data set. Next, the data set was imported into a computer-assisted qualitative data analysis software, QDA Miner Lite, to manage and refine the data for interpretation, beginning with coding segments of the data. A combination of inductive and deductive approaches was used to assign codes. Inductive coding allows the content narrative or theory to emerge from the raw data in exploratory research, while deductive coding assigns a predetermined set of codes to match the research question (Gale et al., 2013). The inductive codes were assigned based on interpretation of the words or sentiments captured in the data set, resulting in 132 unique codes.

The deductive codes aligned with the research question were "Practice," "Community," "Attractant," and "Barrier," which were assigned as "categories" in the first of three rounds of coding to maintain integrity of sentiments versus codified response application. Both interviewers developed and reviewed the inductive codes assigned to the text to ensure consistency and to mitigate one perspective from dominating or skewing the interpretation. In the fourth stage, the codes were extracted and grouped into clusters by similarity and question relevance resulting in 35 clusters. Upon analyzing the text in clusters, a thematic title was assigned to each cluster that was then used to index and chart the data for interpretation. Seven clusters were removed from the analysis as they were deemed to be outliers representing a single perception or practice setting.

Results and Findings

During each of the six focus group interview sessions held in Coos Bay, OCN staff discussed and evaluated the process used for the focus group interviews. This evaluation included assessing the questionnaire to ensure the “right questions” were being asked and how the responses from focus group participants fit the questions. OCN staff also discussed the flow of the questions and whether the transitions from one topic to another worked during each session.

As a result of these post-session discussions, OCN modified the questionnaire slightly after the first and second focus group interview. It appeared the question order and flow worked better following these modifications. It was also determined during these discussions that the decision to limit focus group attendance to one practice setting during each session was appropriate. Lastly, based on focus group interview sessions with multiple participants and those with a single participant, OCN staff determined the quality of information received during the session was more informative when only a single participant was present. During sessions with multiple participants, it was apparent to OCN staff that participants were withholding some information due to the presence of staff from other, competing practice sites. During the post-session discussion, it was noted the information received was richer and provided more context when only one participant was present when compared to sessions where staff from multiple practice sites were present. Thus, in future focus group interview sessions, each session will be limited to one participant or participants all from the same practice site.

In addition to the evaluation of the focus group interview process, the responses from these sessions were analyzed to determine if the data collected was of a

quality to describe the issues facing rural healthcare employers in recruiting and retaining nurses, as well as, the characteristics of the practice site and of the community that would attract prospective employees and retain current staff. The following themes were identified by focus group participants during the interview sessions by following the method of analyzing qualitative data described above. These results represent the consolidated comments for each identified theme made by focus group participants. Only comments made in two or more focus group sessions are represented. Please note, these are preliminary findings do not represent the entirety of the comments made during the focus group sessions.

Practice Barriers to Attraction

Requirements not aligned with applicant qualifications/availability: Participants commented about the lack of a qualified applicant pool, training opportunities for certifications not available locally, and an overall lack of training opportunities.

Salary competition: One common barrier observed by participants is the inability to compete with wages resulting in a loss of staff, and potentially the ability to recruit new workers.

Misaligned expectations and values: Participants in about half of the focus group sessions commented that nurses do not understand their role.

Workload management: A few participants commented about the impact of patient-to-staff ratios in their facilities affect their ability to attract workers.

Leadership and administrative challenges: Participants from a few practice settings stated the budget and organizational structure of their setting suppressed wages.

Community Barriers to Attraction

Opportunity, belonging, and connections:

More than half of focus group participants commented about the lack of work opportunities for spouse/partner, the lack of a qualified applicant pool, the lack of local diversity. Fewer participants commented about spouse's satisfaction with the area, the rural lifestyle, training opportunities for certification not available locally, and the poor quality of local K-12 schools.

Lacking available, affordable, and habitable housing options:

Participants made many comments about housing in the area including, housing quality is an issue, lack of available housing, the price of available housing, and housing is affected by cash purchases from non-locals.

Commerce, entertainment, and services:

When describing barriers within the local area, participants commented on the travel distance to "big box" chain retailers, that no "big box" chain stores were local, lack of affordable childcare, and the lack of big-ticket entertainment.

Practice Attraction

Purpose, impact, and culture:

When discussing the positive factors affecting attraction and recruitment to their practice settings, participants described the purpose of the work and the relationships among co-workers.

Schedule and workload management:

About half the participants described flexible schedules and low patient-to-staff ratios as being an attractor.

Benefits, incentives, and pay:

A few participants described their benefits as an attractor. Participants also discuss their marketing campaigns about incentives, relocation packages, and bonuses.

Community Attraction

Area beauty, recreation, and reputation:

When discussing the community attractors, focus group participants said the area was great for "outdoorsy" people, with a lot of recreation opportunities in the area. Participants also mentioned the areas nature beauty, the weather, and the reputation of the community and being attractors.

Public education: While some focus group participants thought the quality of the local K-12 education was poor, others thought the area K-12 education was good.

Turnover

Life priorities and transitions:

About half of the participants said they lost nearly all their staff during the COVID-19 pandemic. Participants discussed how retirements, life changes, reprioritization, and personal reasons affected turnover at their facilities.

Wage competition: Half of the focus group participants said their facilities were unable to compete with wages.

Workload and lack of training: Focus group participants commented about the impact of workload and not having enough support staff impacts turnover.

Culture, governance, values, and incivility:

A few focus group participants commented that leadership culture affects turnover.

Retention

Connection and culture: When discussing the factors leading to the retention of their workforce, participants discussed the role of organizational culture, their home grown/local staff, and co-worker relationships as driving factors in their ability to retain workers.

Passion, purpose, and conviction: Focus group participants said they thought the purpose of the work was an important factor in keeping their workforce.

Schedule and workload: Some focus group participants thought their predictable work schedule improved retention.

Change

Ability to increase pay, benefits, and bonuses: When asked about what could be changed within their facility to increase their success in recruiting hiring, and retaining nurses, the most common response was the change the budget structure and to increase wages.

Other ideas: Comments made by a single focus group participant have not been reported in previous sections. Because of the nature of this question, most responses were highly individualized and typically made by a single participant, it appropriate to list of a few of them to give a sense of the types of change focus group participants thought would be impactful. They include, offering loan repayment, increasing moving bonuses, and remove agency contracts. Also stated were ideas about creating a marketing campaign for rural area nurses, enhance knowledge of the practice setting, enhance value of profession, increase pool of support staff, improve physician/staff relationships, balance workloads, and increase partnerships with other local facilities.

Discussion

The findings and the comments made by participants during the focus group interview sessions reveal some commonality among the perceived barriers and attractors to recruiting, hiring, and retaining staff, and the findings presented here provide some insight into the factors affecting healthcare employers in Coos County. While participants did find some

of the barriers and attractors, there were many noted inconsistencies in how the issues were described by the various practice settings. For example, almost all the participants discussed how local housing affects their ability to attract workers. Interestingly, some participants thought ample housing was available, but of poor quality, and in many instances, the available housing was uninhabitable. Others felt housing was simply unavailable or being bought up by non-locals with cash, thereby excluding local residents from the housing market.

While the focus group participants were able to describe the issues affecting the barriers and attractors in detail, many were unable to offer meaningful solutions to the identified problems or how to increase the visibility of the attractors. Based on these findings, it seems reasonable to conclude the method used in this study was adequate to identify the barriers and attractors of the practice setting and community to recruit and retain nurses. However, it is not clear that practice settings alone can identify and propose meaningful solutions. It seems likely the local workforce investment boards could identify local officials or persons who could collaborate and realize real solutions to increase the area and practice setting success in attracting and retaining their nursing workforce.

This model provides an opportunity to understand the problems unique to the catchment area by clearly identifying the factors perceived to influence nurse attraction and retention. The preliminary test of this method in Coos County provided fruitful information that can be used by local stakeholders to support and grow their workforce. The authors will attempt to validate this discovery method in another rural area of the state to determine its success in approach replicability and reliability.

Conclusions

The method used in this study resulted in several prevailing themes consistent with those found in the sparse literature that is available on rural healthcare worker barriers to attraction and retention. It also aligns with findings that a complex litany of interconnected factors influences a nurse's decision to start, stay, or leave a job in a rural area (Abelson et al., 2020; Gillespie et al., 2022). In as much, there is not a singular solution or silver bullet.

Efforts to address nurse attraction and retention will likely need to be in coordination with several stakeholders, including SOWIB, the individual practice settings, and local community leaders. The authors involved in this study suggest the local stakeholders explore the themes identified to recommend, lead, coordinate, and conduct new initiatives to advance opportunities designed to reduce local attraction resistance and eliminate barriers to entering and staying in nursing to enhance the capacity to launch, expand, sustain, and offer continued support to the nursing workforce through the lens of the whole person experience inside and outside of the practice setting.

Suggested Citation: Allgeyer, R. and Schoenthal, D. (2023). *Barriers to Nursing Workforce Retention and Attraction in Rural Areas*. The Oregon Center for Nursing.

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Appendix A: Employers Focus Group Questions

1. Are you able to recruit and hire enough nurses at your facility?
2. What are the most impactful practice-specific barriers to recruiting nurses to your practice setting? Of these, which is the most impactful?
3. What are the most impactful community-specific barriers to recruiting nurses to your practice setting? Of these, which is the most impactful?
4. Thinking more about barriers to recruiting, are there other barriers (both practice and community-specific) that could sometimes impact your ability to recruit nurses to your facility? What about housing? Employment opportunities for spouses/partners of nurses? Community assimilation? K-12 Schools?
5. What are the most impactful attractors specific to your facility? Which is the most impactful?
6. What are the most impactful attractors specific to your community? Which is the most impactful?
7. Is turnover among nurses an issue at your facility?
8. Why are nurses leaving your facility? Do you ask nurses why they are leaving your organization? If not, why do you think nurses leave your facility? Which is the most important reason? Do you have any control over these issues?
9. Why do nurses stay at your facility? Have you asked them why they are staying?
10. If you could change one thing about your practice setting (facility) to increase your success at recruiting, hiring, and retaining nurses at your facility, what would that be?
11. What else would you change to increase your success in recruiting, hiring, and retaining nurses in your facility?

Enrolled House Bill 3410

Sponsored by Representatives RAYFIELD, GOMBERG, MARSH, OWENS, SMITH G; Representatives GAMBA, HOLVEY, JAVADI, KROPF, LEVY E, RESCHKE, Senators ANDERSON, SMITH DB

CHAPTER

AN ACT

Relating to economic development; creating new provisions; amending section 3, chapter 537, Oregon Laws 2021; and declaring an emergency.

Be It Enacted by the People of the State of Oregon:

SECTION 1. There is appropriated to the Higher Education Coordinating Commission, for the biennium beginning July 1, 2023, out of the General Fund, the amount of \$3,500,000 for distribution in accordance with section 2 of this 2023 Act.

SECTION 2. The Higher Education Coordinating Commission shall distribute the moneys appropriated under section 1 of this 2023 Act as follows:

(1) \$2 million to the Oregon State University Extension Service for distribution to the Center for the Outdoor Recreation Economy to be used for the purpose of developing professional and workforce development programs for the outdoor recreation economy in order to address critical and urgent skill gaps in specialized, technical and leadership roles.

(2) \$1 million to the Oregon State University Extension Service for distribution to the Center for the Outdoor Recreation Economy to be used for the purpose of developing a program to provide facilitation services and technical assistance grants to communities affected by wildfire for community engagement in the planning and construction of outdoor recreation facilities to support the communities' economic recovery. The center shall work with the Oregon State University Extension Service in developing the program under this subsection.

(3)(a) \$500,000 to Oregon State University-Cascades to outfit a fabrication and maker space at the university in order to support prototyping of new products by outdoor recreation economy entrepreneurs in rural and central Oregon.

(b) As used in this subsection, "rural" means any area in this state that is outside:

(A) The acknowledged urban growth boundaries of all cities with a population greater than 50,000; and

(B) Any urbanized area contiguous to a city described in subparagraph (A) of this paragraph.

SECTION 3. Notwithstanding any other law limiting expenditures, the amount of \$500,000 is established for the biennium beginning July 1, 2023, as the maximum limit for payment of expenses from lottery moneys allocated from the Administrative Services Economic Development Fund to the Oregon Business Development Department for the purpose of awarding matching grants under section 5 of this 2023 Act.

SECTION 4. As used in this section and section 5 of this 2023 Act:

(1) “Business accelerator” means a company:

(a) Operating principally in this state;

(b) With demonstrated success in operating educational programs in which outdoor gear and apparel industry veterans mentor cohorts of founders of emerging outdoor gear and apparel industry companies located in this state; and

(c) Whose purpose is to help incubate and accelerate the growth of emerging companies.

(2) “Membership organization” means a nonprofit organization:

(a) Operating principally in this state;

(b) Consisting of member businesses from the outdoor gear and apparel industry whose principal place of business is in this state; and

(c) That has the purpose of growing the outdoor gear and apparel industry at the state or regional level.

(3) “Outdoor gear and apparel industry” means all traded sector businesses that manufacture gear and apparel for use in outdoor recreation.

(4) “Outdoor recreation” means activities undertaken for pleasure outdoors in natural environments.

(5) “Traded sector” has the meaning given that term in ORS 285B.280.

SECTION 5. (1)(a) The Oregon Business Development Department shall use the expenditure authority under section 3 of this 2023 Act to award matching grants to membership organizations and business accelerators in accordance with this section.

(b) Matching grants awarded under this section must be used by the receiving membership organizations and business accelerators for the purposes of capacity building and technical assistance in the outdoor gear and apparel industry.

(2)(a) The department shall provide public notice whenever there are funds available for matching grants under this section.

(b) The notice must include information about the requirements for eligibility and the application process for the matching grants.

(3)(a) A membership organization or business accelerator seeking a matching grant under this section must file with the department an application in accordance with rules adopted by the department pursuant to paragraph (c) of this subsection. The information included with the application must demonstrate that the applicant is a membership organization or business accelerator.

(b) The department may charge an application fee in an amount that does not exceed the actual costs incurred by the department in processing applications filed pursuant to this section.

(c) The department shall adopt rules that establish the application process for matching grants awarded under this section.

(4) The department may not pay the amount of a matching grant to a membership organization or business accelerator unless the recipient has entered into a grant agreement with the department that establishes the deliverables required from, and other goals to be met by, the recipient.

SECTION 6. No later than September 15, 2024, the Oregon Business Development Department shall submit, in the manner provided in ORS 192.245, a report that sets forth the investments made pursuant to section 5 of this 2023 Act to the interim committees of the Legislative Assembly related to economic development.

SECTION 7. Sections 4 and 5 of this 2023 Act are repealed on January 2, 2026.

SECTION 8. In addition to and not in lieu of any other appropriation, there is appropriated to the Oregon Department of Administrative Services, for the biennium beginning July 1, 2023, out of the General Fund, the amount of \$10,000,000, to provide a grant to the Regional Rural Revitalization Strategies Consortium, established as an intergovernmental agreement under ORS 190.003 to 190.130, to provide planning, infrastructure, capital equipment and

predevelopment costs for housing, to award grants and loans to capacity builders and developers of housing and to enter into public-private partnerships for the development of housing. Housing supported with moneys appropriated under this section may be located in any area of this state, except for within the urban growth boundary of a city with a population greater than 50,000.

SECTION 9. Notwithstanding any other law limiting expenditures, the amount of \$3,000,000 is established for the biennium beginning July 1, 2023, as the maximum limit for payment of expenses from lottery moneys allocated from the Administrative Services Economic Development Fund to the Oregon Business Development Department for the purpose of awarding grants under section 10 of this 2023 Act.

SECTION 10. (1) As used in this section:

(a) “County fair” and “county fairgrounds” have the meanings given those terms in ORS 565.010.

(b) “County fair operator” means a county fair board, fair association or fair district that operates a county fair.

(c)(A) “Earned revenue” means revenue from the sale of goods or services, including, but not limited to, admission tickets, charges for services, rentals, permits and fees, merchandise, food and beverages, advertising and contracted services and performances.

(B) “Earned revenue” does not include other sources of revenue, including, but not limited to, donations, federal, state and local governmental grants or returns on investments.

(d) “Fair association” has the meaning given that term in ORS 565.268.

(e) “Fair district” means an entity described in ORS 565.275.

(2) The Oregon Business Development Department shall develop and implement a program for awarding grants directly to county fair operators for the operation of county fairs and the maintenance and repair of county fairgrounds.

(3) To be eligible for a grant, a county fair operator must demonstrate to the department’s satisfaction that, at any time after February 29, 2020, and before June 30, 2023, the operator experienced a significant loss in earned revenue from the operation of a county fair or county fairgrounds because of statewide mandates, or guidance of the Oregon Health Authority, in response to the COVID-19 pandemic.

(4)(a) The department shall prescribe the form and process, including the application period, by which county fair operators may apply for and be awarded grants under the program.

(b) Applications must, at a minimum, require applicants to state their lost earned revenue as described in subsection (3) of this section.

(c) For purposes of reviewing applications, the department may require applicants to provide:

(A) The applicant’s federal tax return for the periods to which the application relates; and

(B) Financial documentation, including, but not limited to, audited financial statements or financial statements that have been approved by a certified public accountant.

(5) Before awarding grants, the department may withhold an amount not to exceed five percent of the total amount allocated under section 9 of this 2023 Act to reimburse the department for the actual costs of developing and implementing the program.

(6) The department shall award grants to reimburse county fair operators for lost earned revenue supported by their applications as follows:

(a) If the total of all grant award amounts exceeds \$3 million, less any amount withheld under subsection (5) of this section, the amounts shall be reduced proportionally until they equal \$3 million, less any amount withheld under subsection (5) of this section; or

(b) If the total of all grant award amounts is less than \$3 million, less any amount withheld under subsection (5) of this section, the amounts shall be increased proportionally until they equal \$3 million, less any amount withheld under subsection (5) of this section.

SECTION 11. Notwithstanding any other law limiting expenditures, the amount of \$3,000,000 is established for the biennium beginning July 1, 2023, as the maximum limit for payment of expenses from lottery moneys allocated from the Administrative Services Economic Development Fund to the Oregon Business Development Department for the purposes of ORS 285B.165 to 285B.171.

SECTION 12. In addition to and not in lieu of any other appropriation, there is appropriated to the Oregon Department of Administrative Services, for the biennium beginning July 1, 2023, out of the General Fund, the amount of \$1,190,000, for distribution to the Oregon Coast Visitors Association to be expended in accordance with section 13 of this 2023 Act.

SECTION 13. Moneys distributed to the Oregon Coast Visitors Association by the Oregon Department of Administrative Services under section 12 of this 2023 Act shall be expended in the following amounts for the following purposes:

(1) \$190,000 to develop a geographic information systems tool for food systems with blue economy layers. The tool shall be developed to connect food producers and food technology businesses to suitable sites for start-up or expansion with the goal of capturing more value from Oregon's natural resources and agricultural and seafood industries.

(2) \$700,000 to fill gaps in regional food system aggregation and production infrastructure and leverage existing regional food system coordination capacity in such a way as to immediately benefit Oregon businesses. Improvements funded under this subsection shall be:

(a) The development of coastal ports mariculture and a coculture facility in partnership with the Oregon Kelp Alliance;

(b) The installation of a shared-use certified commercial kitchen, processing center and cold storage; and

(c) The development of a mobile processing unit to be shared across multiple port districts that will support multiple seafood producers.

(3) \$300,000 to support existing businesses connected to the projects funded under subsections (1) and (2) of this section and those businesses identified in a technical assistance survey for rural seafood businesses that is currently being conducted and coproduced by the Oregon Coast Visitors Association, the Oregon State University Food Innovation Center and the Oregon State University Seafood Research and Education Center, each of which will administer the technical assistance provided under this subsection.

SECTION 14. In addition to and not in lieu of any other appropriation, there is appropriated to the State Department of Agriculture, for the biennium beginning July 1, 2023, out of the General Fund, the amount of \$9,000,000, for the purpose of funding the grant program related to establishments that process and sell meat products, as described in section 1, chapter 537, Oregon Laws 2021.

SECTION 15. Section 3, chapter 537, Oregon Laws 2021, is amended to read:

Sec. 3. Section 1 [of this 2021 Act], chapter 537, Oregon Laws 2021, is repealed on June 30, [2023] 2025.

SECTION 16. Section 17 of this 2023 Act is added to and made a part of ORS 660.300 to 660.364.

SECTION 17. (1) There is established a program in the Higher Education Coordinating Commission to support strategic investments in workforce development programs and activities in Oregon's maritime sector, in coordination with:

(a) Local workforce development boards in regions with a high demand for maritime workers;

(b) Community colleges operated under ORS chapter 341; and

(c) Other workforce partners that support maritime workforce development, including but not limited to school districts and regional networks that support science, technology, engineering and mathematics.

(2) At a minimum, the program shall:

(a) Make targeted investments in workforce development programs designed to advance the growth, qualifications and availability of Oregon's maritime workforce.

(b) Identify and develop specific sectors within the maritime workforce to initiate new workforce education and job skills programs and to increase participation in existing maritime programs.

(c) Promote growth and development of maritime workforce development programs in school districts and community colleges by hiring faculty and staff with maritime expertise to assist with curriculum selection for educational programs and the development of such programs to prepare individuals for careers in the maritime sector.

(d) Foster industry involvement in apprenticeship programs, mentorship and other programs that provide training for entry into the maritime workforce.

(e) Support activities that prepare individuals for careers in the maritime sector, including but not limited to educating, training and mentoring activities related to maritime construction and engineering and mariner training.

(f) Conduct outreach and promote awareness about opportunities to receive maritime training and education.

(3) The commission may adopt any rules necessary for the implementation and administration of this section.

SECTION 18. In addition to and not in lieu of any other appropriation, there is appropriated to the Higher Education Coordinating Commission, for the biennium beginning July 1, 2023, out of the General Fund, the amount of \$2,000,000, for carrying out the provisions of section 17 of this 2023 Act.

SECTION 19. This 2023 Act being necessary for the immediate preservation of the public peace, health and safety, an emergency is declared to exist, and this 2023 Act takes effect on its passage.

Passed by House June 8, 2023

.....
Timothy G. Sekerak, Chief Clerk of House

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Dan Rayfield, Speaker of House

Passed by Senate June 23, 2023

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Rob Wagner, President of Senate

Received by Governor:

.....M.,....., 2023

Approved:

.....M.,....., 2023

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Tina Kotek, Governor

Filed in Office of Secretary of State:

.....M.,....., 2023

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Secretary of State