

## **2002 ECOS Annual Planning Retreat**

### **January 11-13 – Depoe Bay, Oregon – Gracie’s Landing**

**Participants:** Catherine Zimmerman – Resource Connectors, Charlotte Dorsey – ECOS Webmaster, Patti Swanson – Janus Youth Programs/Eastwind Center, Carolyn Morrison – Child Care Development Services, Jesse Kappel – Vocational Rehabilitation, Phil Dean, Gwen Nothwang, and Kelli Walker - MHCC, Claudia King- Human Solutions, Lynn Mayer-Beam – IAM Cares, Sharron Kelley – Member at large, Karen Cusick – Gresham Employment Department, Joan Pasco, Facilitator.

**Discussion: History of ECOS** – Jess, Patti, Sharron, Joan and Catherine set the stage for an in-depth discussion of ECO’s evolution since its inception in 1996. The East County vision of how a one-stop system would best serve its community was different from the other one stop planning groups in the region. Washington County and SE Works come the closest to the concept, but are not as inclusive of area youth and social service partners. The intent of the initial WIA legislation was for all federally funded workforce activities to be equal partners in both the system development and operation of the One Stop Centers. As the implementation of the one-stop concept rolled out, the centers and process became instead driven only by Title I, WIA funded programs. This was not consistent with the original ECOS vision, therefore, this organization has continued to evolve with a full partnership, one agency – one vote, process that does not give additional organizational power or authority to any single agency partner. The ECOS one stop plan was also driven by a grass roots concept driven by the premise that the geographic one stops in region 2 serve distinctly different demographic groups and employer types. These sub-regional differences require slightly different system development and service delivery strategies....to the degree that a “one size fits all” planning process would not be appropriate for the region.

**Participants were asked to share the value added contributions of ECOS to both their own organizations and the workforce system in East County: Responses included:**

- Enabled us to stay engaged as a group
- Holistic services to workforce clients, complex solutions, it is needed
- Visionary, implementation of technology, computers and resourced made available to partners
- Continue to be a visioning organization – be brave, bold
- The building of collaboration
- Made collaborations possible, forged stronger relationships with industry partners
- Focus on broad macro perspectives
- Meeting the needs of special populations – the harder to serve
- Collaboration is our strength
- Health care initiatives = new partners
- Build capacity within the system with existing resources
- Continue to move more industry people into the ECOS organization
- Consistency of membership – same people are still involved after 6 years
- Communication between partners – getting support letters, etc.
- Continued focus on upward mobility opportunities for the under and unemployed
- Good data and data sharing
- Information sharing between partner agencies – access to resources for clients
- Value of having child care resources as a partner
- Communication and information collaboration – exchange and how important this is to us
- Awareness of what resources are available in the community

- Went from a lack of trust and tense environment to one of trust
- Ability to sustain our independence from any one partner – increasing ability to serve all partners

**Exercise: Free Association – what word first comes to mind when you hear the following phrases:**

<b>ECOS 2002</b>	<b>Workforce System 1996</b>
Demographics Actions Vibrant!! Vision Better Future Connected Growth Partners Advocacy Growth (2 responses) Success	Old Needless bureaucracy Unconnected Rules Confusing System? Disconnection Amoebic Disjointed Disconnected Uninformed

**Issue Area: Resources: Identify the People, Money, and Energy needed to sustain project goals and organizational stability**

**General Ideas:**

Be aggressive pursuing grants.

Develop \$30,000 plus administrative funding for ECOS as well as to fund Joan’s grant writing time/efforts.

Locate other grant writers (retired?) to assist all partner agencies with grant writing.

Add/increase life skills, pre-employment, personal growth classes (like the ones provided by Human Solutions) as adjunct to mentoring and job coach grant services.

<b>Task/Action Stop</b>	<b>Resources needed:</b>	<b>Responsible person/group:</b>	<b>Reporting timeline:</b>
Create a brochure for ECOS system – broad but not comprehensive, links – information and referral, value statement (model)	Establish a marketing task force to: Find \$2000 to fund product develop/financial projections and strategy Draft materials Work on value statement Use/integrate with ECOS strategies	Charlotte, Patti, Catherine, Kelli	1 <sup>st</sup> meeting by 2/28/02
Establish a training bulletin board for ECOS partners/ use: Exchange training opportunities and information Provide opportunities to meet organizational, worker, job seeker training needs	Refer to marketing task force: Develop specifics, budget and financial strategy Educate ECOS members Explore use of website alternate domain hosting	Marketing task force Find \$500 to have Charlotte prepare and host site	1 <sup>st</sup> meeting by 2/28/02
Undertake partner focus forums to determine (a) how partners can best provide support to each other and (b) how to increase visibility at all levels of the organization (c) explore partner fair as a strategy	Partner Fair – need space, materials, an organizer, goodies, planning, fund stuff, integrate with a training day Request MHCC to assist – Kelli Walker	Kelli Walker?	By 5-30-02
Conduct trainings: career management, Oregon Pathways, resources – working in crisis, customer service, youth, running effective meetings	One Stop funds – MHCC/Workforce Connections, wsi	Kelli/MHCC and wsi	Monthly April, May, June
Partnership development/relationships	Trainings for themselves, update contact list	David Dragavon, Jesse and Karen	
Research the demographics that partners need -- what they have used recently Focus group is needed/survey of partners Create a consortium of others in area needing demographics – create a web site reference area where data can be stored and easily accessed	Contact PSU for an intern to do this research – Urban Studies	Jesse, Sharron, Lynn Mayer-Beam	Dec. 2002
Explore purchase of the Rockwood Fred Meyer building for use as a community center and co-located services/Rockwood One Stop Center	Research, Neighborhood Partnership Fund, political will and money.	Community Center Task Force: Sharron, Sheri, Patti, Claudia, Lynn	Feb. Board meeting recommendation

## Issue Area: Continue to create value-added resources for partners and workforce system

Strategy Recommendations:

Task/Action Stop	Resources needed:
Create a market niche, create marketing products that increase our visibility and help convey what ECOS is – with clarity	Brochure that represents ECOS system/partners – created through in-kind or partner contributions
Increase Board support for grant project deliverables	Each board member to take an active role. As an example, finding good candidates to enroll in the Bi-Lingual Job Coach Institute
Determine how ECOS can best support the needs of its partner agencies	Hold focus groups with partners – ask the question.
Conduct system wide training activities: focus on youth issues, needs of the incumbent worker – career management – upward mobility, workforce specific topics – i.e. serving gang affected youth, do some fun training events, consider some on-line, web based training	Fee-based – registration fees to cover cost of providing training Apply for grant funding for this activity Share learning resourced between agencies – invite partner staff to participate in training sessions that are already planned Share this information on an on-line bulletin board
Continue to pursue fiscal independence and stability as an organization	Create annual membership fee structure Continue to pursue grants
Create an advocacy arm of the ECOS organization. Prepare to lobby for changes in the WIA legislation as it comes up for review in 2003. Create lobbying materials, “dog and pony” show for ECOS partners to use.	Funds to produce and design materials with value statements - ask for shared funding from partner organizations. Consider making this a regional effort???? With worksystems inc support???
Create means to influence federal WIA legislation and state funding resources to support system development activities and a more holistic approach to workforce development service delivery.	Create a policy sub-committee/ad hoc planning team
Develop a lobbyist to link with other states regarding unmet needs in the system and aligning efforts to move beyond a Title I driven system.	The group recommended that Joan take this on. (With a great big smiley face!!)
Create a pilot project to serve the hardest to serve and seek funding for same.	Create a new task force to work on this issue

Task/Action Stop	Resources needed:
Get someone from Head Start on the ECOS board (Also need someone from AFS that will attend)	Gwen and Kelli will take care of this - ASAP
Identify funds and strategies to system development that do not rob partner dollars.	
Identify funds outside government. Mainstream – educational system, foundations, etc. to increase the service delivery system.	
Continue partner agency sharing at ECOS meetings but add staff level visits 2-3 times per year (tie to evaluative actions)	Partner agency coop
Distribute system/ECOS information to partners	
Demographics Utilize websites and information sharing opportunities Develop collection mechanism for demographics Define partners specific information that would be useful Use an established collection model Develop presentations of trends and analysis – put on web site	Work with Malcolm, consultants, county economist, and ECOS partners Create a task force to work on this
Conduct continuous education and training/new employee orientation and refreshers – example refresher on Pathways is needed	
Review the organizational mission/Fulfill the mission: Develop a resource guide for East County – include organizations, describe services, contacts, etc.	Sell advertising, get donated funds,
Consider whether ECOS should become a CDC and “develop walls” – include a services inside, child care incubator, etc. Co-locate services and host a Rockwood One Stop Resource Center. Career/workforce and Social Services under one roof	Funds to buy a building – specifically, the Fred Meyer building.