

ECOS Board Meeting  
December 17, 2003 – 8:15 AM to 10:30 AM  
Center For Advanced Learning - 1484 NW Civic Drive

### MEETING NOTES

Meeting participants: Maren Peterson – Portland Habilitation Center, Charlotte Dorsey – Webmaster, Karen Cusick and Lennea Cordray – Gresham Empl. Dept. , Janice Frater – Worksystems, inc., Caroline Morrison – Child Care Development Services, Patti Swanson – Eastwind Services and Janus Youth Programs, April Lackey – State One Stop Coordinator – OCCWD, Claire Berger – Governor’s Workforce Policy Analyst, Brenda Butler – Rockwood Weed and Seed Coordinator, Debbie Foote – DHS Self-Sufficiency, David Dragavon – Aging and Disability Services, Derek Beaudry – Human Solutions, RuthAnne Cox-Carouthers – Cares EasterSeal, Kelli Walker – Workforce Connections, Victoria Libov – IRCO, Chris Bekemeier – FamilyWorks, Joan Pasco – ECOS project manager.

#### **Agency updates:**

**Aging and Disability:** Awaiting the February 3<sup>rd</sup> vote for budget decisions, working on the regional plan with VRD

**Weed and Seed** – Brenda presented copies of the 2004 Rockwood Calendar to board members

**DHS – Self Sufficiency** – also concerned about post election budget and working with the reauthorization of TANF waivers

**PHC** – Still accepting applications for janitorial workers for the PPS contract. Due to shortage of housing vouchers, not a shortage of rental units, there is now a 5 year wait for many people to get into housing – this is up from an average of a 2 year wait a year ago.

**CCDS** – Carolyn thanked ECOS partners for their support during this past year – they are looking forward to 2004

**Janus Youth – Eastwind Center** – Eastwind Center will be closing due to the county re-allocation of resources through the School Aged Policy Framework. They will still be doing business as Eastwind Services, are moving to a smaller office, and are managing several contracts and programs including the Youth Gang Outreach.

**Gresham Employment Office:** Karen announced a new state web portal – [www.worksourceoregon.org](http://www.worksourceoregon.org). This is intended to facilitate information exchange for employers and job seekers. The dept. is engaged in dialogue for the regional strategic plan as well as their agency reorganization and strategic planning. The unemployment rate is down a bit this month. When the regional hub site opens in 2005, there will be space available in the Gresham office. They would like to have workforce partners consider co-locating with them.

**Worksystems, Inc:** Janice Frater – the procurement process for services beginning July 1 will occur this spring. WSI is the fiscal agent for the Workforce Response Team.

#### **Old Business:**

Board approved October 23<sup>rd</sup> board minutes as emailed

## **Current ECOS Project updates:**

**Rockwood International Marketplace:** 2004 dates: 5 weekend events - third weekend of each month. Host: Rockwood Kaiser Permanente (North side of their parking lot - 195th and Stark.

### **2004 schedule is as follows:**

May 22-23 - opening weekend - will feature the annual Rock Soup Event to celebrate living in Rockwood

June 19-20 - tie in with June-teenth, the summer solstice, and NW Native American Art

July 17-18: focus on Gresham's four sister cities located in Mexico, Nigeria, Korea, and Japan

August 21-22 - Multi-cultural festival with special emphasis on Eastern European cultural activities, art and music

September 18-19 - Celebration of Mexican Independence Day

We need volunteers to help with the planning of each of these events....if you can help or can organize a planning/clean-up/security team, please let me know.

ECOS was awarded a \$50,000 grant from the Oregon Economic and Community Development Dept to support vendor recruitment and training, and is on the short list to receive funding from the Oregon Arts Commission to create a revolving loan fund to help vendors with start-up costs to participate in the markets. I will continue to pursue new funding to assist with the roll-out of the marketplace. We have a \$52,000 grant pending with the National Endowment for the Arts.

The planning team will be making a formal request to ECOS board to continue as the umbrella organization for at least two more years to provide organizational stability to this effort.

More information is available on the ECOS web site: [www.eastcountyonestop.org](http://www.eastcountyonestop.org)

**2004 Job Coach Institute:** Kick-off March 19-20 with a retreat at Menucha. Subsequent classes held each Wed. evening and Saturdays during April and May. The name has been changed to better reflect this training: **East County One Stop Inter-Cultural Coaching Institute.** Two tracks will be offered this year - one for those wishing to develop leadership skills to assist their communities and one for professionals seeking to provide organizational and workforce support to employers. Tuition is the same as 2003: \$1200 for the 100-hour training. The class is a registered training provider by the state board of

education and WIA. Persons collecting UI benefits may qualify for full tuition thru WIA or DWP funds – if funds are still available.

Application for \$3000 in scholarship funds has been approved by the Employment Department - Community Development Funds. The Collins, Schnitzer and Jackson Foundations will be approached for additional support. Re-application to the Verizon Foundation in January.

Institute Advisory Team: Our designation as a Private Career School requires that we have an advisory team. Current members include former participants Lucy Tanner, Kathy Pierce-Spires, and Linda Strahm. It would be good to have an ECOS board member also sit on this group. The next Advisory Team meeting is on Friday, January 23, 2004 at 4 PM.

**DuBois Spa and Salon training:** ECOS is the fiscal agent for this \$74,000 grant. We provide fiscal oversight and project evaluation. The project is creating a significant NW training opportunity for the cosmetology and personal spa industries. This is the only advanced training in the western US to develop the skills for these folks to become advanced spa therapists and technicians. Wage change is from \$12 an hour to \$25 - \$30 an hour. Goal is for this to be a self-sustaining Academy after year one. – Press release is attached.

**Reentry Planning Team:** The final meetings of the Council of State Government Reentry Policy Advisory Teams were held in DC on November 16-18. Both Joan Pasco and Bob Vidos attended these meetings. They were productive and the policy recommendations will be bold, calling for significant change in the way we incarcerate persons in the US. The process has already influenced the Dept. of Justice to add the word “community” to the corrections motto of “Care, Control, and Custody”. This addition is being recommended to encourage corrections to consider their role in preparing inmates to return to their communities. Other direct recommendations include rescinding the 85% Truth in Sentencing mandate, several other mandated minimum sentencing policies that remove judicial discretion, and repeal of the qualification restriction for PELL grants for persons with an arrest or conviction.

ECOS and Central City Concern have co-submitted a \$150,000 funding request to the SOROS foundation for creation of enterprise designed to hire from the ex-felon population.

### **Projects “in the works”:**

**TEEL: Technology-Enhanced Experiential Learning** – a partnership with the Center for Advanced Learning. This a new effort to fund a project developed two years ago for the 21<sup>st</sup> Century Learning grants. Project Manager is Mike Peterson. Project team is Bill Lesh, Fred Rau, Karylenn Echols, and Joan Pasco. Initial funding request will be made to

the Miller Foundation. Other foundations will be approached if project is denied by Miller.

(Application was approved by the ECOS board at its October meeting)

### **Press Release: DuBois/ECOS Training Partnership**

Cosmetology – Offering Opportunities for Career and Income Advancement

Spa treatment and therapy services are among the fastest growing personal service sales in the country. The Cosmetology Industry is diversifying from “beauty shops” to high end Spas and Salons offering a menu of personal services with prices ranging from \$50 hair cuts to \$350 for (as an example) “A Day in the Rain Forest” complete with hydro pool, seaweed body treatment, spa facial, lunch, manicure, conditioner treatment and finish style.

The earning capacity for cosmetologists trained to deliver these high end and expensive personal services is in excess of \$30 per hour.

Cosmetologists complete their initial training with the skills to work in low-end salons and earn between \$10 and \$12 per hour. Training on advanced techniques and spa products is essential for career advancement after beauty school. Currently, few training programs exist in the country. Most advanced training occurs on-the-job at the time and expense of Salon owners.

This industry needs a training academy dedicated to providing advanced skill development in high-end styling, cutting techniques and application of spa products. Spa owners gain a pool of qualified persons to staff and support the personal service side of their business. Individual cosmetologists become more marketable and double or triple their earning capacity. The industry gains an increased retention rate of skilled individuals due to increased earnings and job security. (This is an industry with a notoriously high attrition rate, due mostly to lack of career advancement.)

The East County One Stop Career System (ECOS) is an alliance of 40 workforce and training partner agencies. They work together to find innovative solutions that will move people out of poverty and into career paths that lead to self-sufficiency. ECOS was recently awarded a \$74,000 grant from the Oregon Community Colleges and Workforce Development (OCCWD) to develop the advanced training described above. In concert with the DuBois Spa and Salon in downtown Gresham, ECOS is working to support a four-part training that is open to all licensed cosmetologists<sup>1</sup> wanting to invest in their own careers.

Fourteen persons are currently enrolled in one of two progressive classes. The third class begins in January, and the fourth in February. Classes run concurrently and will be

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<sup>1</sup> Based on space available – classes are limited to 10 per session.

repeated each year. Applicants are being accepted for classes beginning January 13 and March 30.

For more information contact Cheryl DuBois at the DuBois Spa and Salon – 503.618.1020 or Joan Pasco, ECOS project manager at 503.661.3981

**Governor's Workforce report:** Claire Berger – Governor's Workforce Policy Analyst and April Lackey – State One Stop Coordinator briefed the board on the implications of new or changed workforce funding allocation and policy direction. Key points from the discussion include:

- Margaret Hallock, Lita Colligen and Claire Berger staff the Governor's Workforce Initiative. A portion of WIA funds (approximately 8%) has been set aside to stimulate employer investment in training for their employees. The assumption is that investment in skills for current employees will lead to upward mobility, opening up new jobs at the entry level. Approximately \$12 million will be set-aside for an Employer Workforce Training Fund during 2004-2005. In each of the next two years, \$3.9 million will be administered by local regions and \$900,000 will be distributed to employers through a statewide process – these grants will be awarded to employers with high demand occupations and a statewide impact such as Health Care. Diane Vines has been loaned to the Governor's office specifically to work on investments in the health care industry statewide.
- Each region is forming a Workforce Response Team that will distribute funds at the local level. Regions will have certain criteria to follow, but have flexibility in how allocations will be administered.
- The trend to use economic development funds for community development rather than job creation has been somewhat reversed. The new policy direction is for greater balance between these two needs. David Dragavon commented that it is hard to separate the two as they are so interconnected. Joan commented that many ECOS projects are community development projects that have been funded with economic development funds through the Regional Investment Board. (Weed and Seed, Rockwood International Marketplace, Job Coach Institute, etc.) Claire indicated there would be a policy change with how economic development funds are allocated as well.
- The workforce focus will be to provide incentives to keep and grow businesses in Oregon. Employers must provide a 100% match if applying for incumbent worker grants. Kelli asked about employer commitment to these newly trained individuals as often the trend is to train for a contract, then lay off once the work is completed. Joan asked about how fund administrators will hold employers accountable for longer-term employment and commitment to their workforce. Claire indicated a commitment from employers will be requested and that their department would be tracking retention of employees benefiting from this training investment. They will be encouraging local response teams to consider the type of business making application, if it has demonstrated commitment to the

community and its workforce, and if it will offer career paths that lead to family wage jobs. They are hoping these funds will be a good strategic investment and that the local response teams will manage the procurement process to maximize long-term employment commitment on the part of the employer.

- When asked about how smaller businesses could participate, the response was that consortiums of businesses could apply for joint training projects – clusters of small businesses that could pull together their own support systems and capacity for on-the-job training.
- Debbie and Maren asked about how the policy direction will impact programs that provide basic skills to the unemployed, and persons with barriers to employment. It was explained that there will be balance, and that funds serving the underemployed and supporting the one stop system will not be diminished. This is intended to be an inclusive process that will integrate thinking about workforce needs along a broad continuum.
- Claire and April advised the board to connect to the Workforce Response Team at the regional level through worksystems inc.

#### **New Business:**

The board reviewed the December financial report - highlights:

\$4000 grant awarded ECOS from the Gresham Employment Dept. \$3000 for Job Coach, \$1000 for client training needs

Board approved invoices: Restricted funds:

\$1837.50 – RIM project management – Joan Pasco

\$750 – OCCDW Grant: project management and evaluation – Joan Pasco

\$878 – deposit for Menucha – 2004 Job Coach Institute

\$282.50 To ICI for training for a client of Aging and Disability Services

Unrestricted funds:

\$110 – web page work – Color my Web

Election of Co-Chair for 2004-2005: The Finance and Management Team is nominating Debbie Foote – DHS to serve as ECOS Co-Chair for the next two years. The board unanimously accepted the recommendation.

Annual Meeting: February 4<sup>th</sup> – 8:15 AM at the Center for Advanced Learning. We will have an in-depth discussion on issues of importance to our agencies, region, and ECOS itself. Board members are asked to make attendance a priority if possible. Joan will be recruiting information from each board member – be prepared to give her two things:

(1) A response to the following statement: “My fellow ECOS Board Members would be surprised to know that I once \_\_\_\_\_ (fill in the blank with something about yourself that most of us would not know..)

(2) At least one critical issue that you would like to have the board discuss in depth. This can be related to your own organization, the community, the region, an advocacy issue, a gap in service delivery capacity, or something from your service wish list. We will choose three to discuss at the February meeting and will set aside board meeting time to discuss at least one issue at every monthly board meeting.

**New projects needing board approval:**

Cita Con Nelly Productions – use of ECOS 501 c 3 to write grants to fund outreach to the Hispanic community – social service and educational programming.

In partnership with ECOS, they will be submit grants to fund special educational outreach to the Hispanic Population through Cable TV. ECOS will be the fiscal agent and evaluator for any projects funded.

Board discussion included: Assurances that Cita Con Nelly has adequate liability insurance and that ECOS is not taking on any additional risk due to the partnership. Other discussion included having a representative from each project we partner with take an active role with ECOS – attend board meetings and participate as a partner.

2004 InterCultural Coaching Institute budget – attached to minutes

Next meeting: Annual Meeting February 4<sup>th</sup>, 2004 – 8:15 AM at the Center for Advanced Learning

**ICCI 2004 BUDGET PROPOSALS**

<b>Fixed costs</b>	
1500	Curriculum development/Materials (David)
500	Refreshments
800	Class support
2000	Marketing (Joan)
800	Website
800	Registration (Joan)
2000	Administration (ECOS)
2000	Reserves
<b>10,900</b>	
15,500	Faculty (level1)
21,000	Faculty (level 2)
<b>26,400</b>	<i>Total 1</i>
<b>31,900</b>	<i>Total 2</i>

<b>Variable costs</b>				
20	Manuals			
100	Menucha			
20	Graduation banquet			
<b>140</b>		20 people	30 people	40 people
		2800	4200	5600
<b>Totals</b>				
Total (1)		29,200	30,600	32,000
Total (2)		34,700	36,100	37,500
Income		24,000	36,000	48,000
Difference (1)		-5,200	+5,400	+16,000
Difference (2)		-10,700	-100	+10,500

*Assumptions:* (1) we collect \$1,200 from each participant through grants, sponsorships, state programs and participant contributions; (2) the break even point is about twenty-five people if we do faculty at level 1 and thirty people if we do faculty at level 2.