

*Our mission is to address critical workforce, educational, and training challenges, and develop a skilled workforce that meets the needs of business and strengthens the local economy of Clackamas County.*

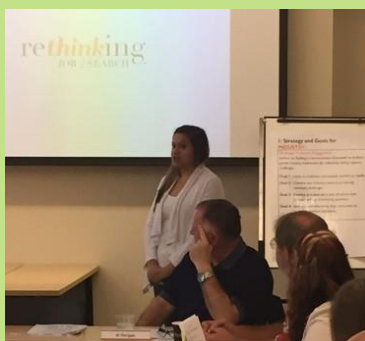
## Rethinking Job Search

Rethinking Job Search is an innovative program implemented at eleven WorkSource Centers across the state of Oregon. This



educational program is designed to help job seekers maintain emotional well-being during unemployment by rediscovering their confidence, motivation, and accountability. Job seekers are better positioned to navigate a successful job search and present themselves to employers when they engage in self-care. This service is made possible through a partnership between Clackamas Workforce Partnerships, Northwest Family Services, and WorkSource Clackamas.

January of this year marked the launch of Rethinking Job Search in Clackamas County and has served 46 job seekers to date. Participants attend 2-hour workshops on Mondays, Wednesdays, and Fridays for four consecutive weeks. The workshops provide a safe and supported environment in which job seekers engage in facilitated discussions and hands on activities.



*Participants at a Rethinking Job Search workshop.*

Feedback from the participant evaluations has been positive, 100% of respondents say they would recommend the program to other people. One participant reported, "It was a huge help to know that my emotions around job search are all normal. I felt less isolated and singled out." The overall impact of Rethinking Job Search on job seekers is a feeling of empowerment during a time when their sense of confidence is shaken. As one job seeker stated,



**Clackamas  
Workforce  
Partnership**  
WORKFORCE DEVELOPMENT BOARD

## Reach Higher Convening

In June, Bridget Dazey and CWP board member Peter Lund, COO of SuperGenius, attended the White House's Reach Higher Initiative Convening in Colorado Springs. The invitation to this event came from Oregon State Representative Jeff Reardon, who also attended. The Reach Higher Initiative is the First Lady's effort to inspire every student in America to take charge of their future by completing their education past high school, whether at a professional training program, a community college, or a four-year College or university. The initiative will help ensure all students understand what they need to complete their education including exposing students to college and career opportunities, understanding financial aid eligibility, encouraging academic planning and summer learning opportunities, and supporting high school counselors who can help get more youth into college.



*Oregon delegation at the Reach Higher Convening in Colorado Springs*

The convening brought together state teams of business, workforce, education and state agency leaders to explore work-based learning opportunities and how to effectively promote them as an effective tool to prepare students for next steps beyond high school. "Coordinating all of this good work to learn from each other and ensure we're reducing duplication or inefficiencies is critical to moving ALL of our youth onto successful career pathways," said Bridget. "Its important work to make sure workforce development, education, economic development, and the private sector are on the same page."

Of the event, Peter stated, "Our trip to Colorado for the Reach Higher conference was illuminating, challenging and inspiring. Two things stick in my mind - first, our K-12 education system needs substantial reform to serve our students and workforce well. Focusing on why and how we teach along with what we teach would be a start. I also brought home a renewed sense of gratitude for the amazing people in the public and private sectors who are working to solve these problems. All of us involved in CWP are a part of that group, and meeting engaged, smart people from around the country working hard towards shared goals gives me hope that together we can build a better public education system."

“Huge impact!! I feel like I can think clearer and that I have the right tools to move forward in my job search. My confidence has been restored and that this class is beneficial. Not only will I use these tools in my job search, but I will be applying it to my personal life as well.”

Job seekers can participate in Rethinking Job Search if they are currently collecting unemployment insurance benefits, are at least 18 years old, and have a high school diploma or GED. To register go to [www.rethinkingjobsearch.org](http://www.rethinkingjobsearch.org) and click on “Participate” to begin. For more information contact Chelsea Chase by phone at 503-583-7599 or by email at [cchase@nwfs.org](mailto:cchase@nwfs.org).

### **Small Grants Program for Youth**

Most recently, our contractor C-TEC Youth Services in collaboration with Clackamas Workforce Partnership, wrapped up the Small Grants Program funded by Clackamas County which provided assistance to 38 low-income youth experiencing barriers to education and/or employment. This program helped grant participants attain necessary skills, certificates and credentials to move them toward greater self-sufficiency. While the contract was to provide services to 38 youth, C-TEC was able to utilize their skills and creativity, and expand services to 66 youth within Clackamas County that were experiencing substantial barriers to education and/or employment.

The services C-TEC provided ranged from transportation assistance to obtaining interview clothing for first time hires within the program. They assisted youth in educational support services, along with providing work-readiness training and supplies for all youth entering the workforce. As a result of the successful grant administration by C-TEC, the overall business community will stand to gain a much more qualified, prepared and motivated workforce, due in large part to the financial assistance and the coordination of resources from all partners involved in seeing this program through. This grant offered an outstanding and successful opportunity to serve many deserving youth in our region.

For more information about C-TEC Youth Services, visit their website at [www.c-tecyouthservices.org](http://www.c-tecyouthservices.org).



To learn more about what's going on in Oregon, please visit <http://oregongearup.org/>.

### **Long Term Care - There's More to it Than You Might Think**

Since 2015 Clackamas Workforce Partnership and its workforce board partners in the Columbia Willamette Workforce Collaborative (CWWC), Worksystems (Multnomah and Washington Counties) and Workforce Southwest Washington (Clark, Cowlitz and Wahkiakum Counties) have been convening an industry panel of long term care (LTC) businesses from across the region on a quarterly basis. This group, the LTC Panel, guides and supports initiatives outlined in the Long Term Care Workforce Plan, a plan developed by the CWWC with LTC businesses to address workforce challenges the LTC field has been facing:

- Attract the Right Talent - Now
- Improve Retention Across the Industry
- Attract Youth to the Industry

The LTC Panel is comprised of representation from approximately 30 regional businesses in varying capacities. This includes 13 businesses that are located in or serve Clackamas County. Lynn Szender of Mary's Woods serves as the Chair for the LTC Panel and Willamette View also serves as a business representative for Clackamas County.

In its first year, the LTC Panel has directed most of their initial focus to the first goal in the plan – “Attract the Right Talent – Now.” This has included working with a consultant to conduct focus groups to better understand what attracts successful LTC employees to the field and the traits that make for a long-term, effective LTC employee.



For the past seven months, the focus has been on developing messaging and outreach materials in an effort to help job seekers realize the variety of career opportunities that exist in the field. These efforts were made possible by co-investments from the three WIBs in the CWWC as well as nine LTC businesses/associations from across the region (four of the nine are businesses located in Clackamas County - Mary's Woods, Willamette View, Helping Hands, and Rose Villa). Investing businesses were at the table throughout the process, which included meeting monthly and eventually every two weeks with the consultants in order to drive collateral and messaging design. One of the outcomes of this work is a website focused on providing information for job seekers about the opportunities that exist in LTC – [www.longtermcarenw.org](http://www.longtermcarenw.org). The website includes a short quiz to help direct job seekers into different career pathway opportunities in LTC; overviews of common career pathways in LTC with descriptions of common tasks and skills, links to required certifications/licenses, and average pay; and a filterable list of partner LTC businesses that typically hire for particular occupation types. Other deliverables include posters and brochures for use by partners and LTC businesses.

## Improving Women's Access to Middle-Skill Jobs

A recently released report and website explore how improving women's access to middle-skill jobs can narrow the wage gap while filling a skills gap in growing sectors. Studies show that half of the gender wage gap is due to women working in different occupations and sectors than men. Improving women's access to good middle-skill jobs can help close the wage gap and improve women's economic security. The new [Pathways to Equity Initiative](#) from the Institute for Women's Policy Research (IWPR) shows careers that can improve women's economic standing and meet employers' demands for skilled workers. IWPR launched a new interactive website, [www.womenandgoodjobs.org](http://www.womenandgoodjobs.org), which helps users identify pools of skilled women workers who could be tapped to fill shortages, ensuring that the economy benefits from the talent of its whole workforce. Read the Initiative's research findings and explore the site at [www.womenandgoodjobs.org](http://www.womenandgoodjobs.org).

## Summer Fun - CWP Staff

On behalf of the staff at Clackamas Workforce Partnership, we wish you all the best as you finish out the summer season. We look forward to seeing you at the next scheduled board meeting on October 20, 2016. Until then, enjoy!



Visit the [CWP website](#) for more news and information about the exciting work you help us do for the local community, Clackamas County and the Portland Metro Region.

See us on [Facebook](#).



*Participants at the LTC Job & Career Fair*

As part of the launch of the website and outreach materials, the CWWC hosted a Job & Career Fair on June 29th that included presentations from LTC business representatives and residents and roundtable discussions with current LTC employees. Included in the outreach for this event were several segments aired on the popular "Cita Con Nelly" Univision show (see below for links). Over 50 LTC businesses and training providers had booths as part of the job and career fair and approximately 200 job seekers attended the event from around the region.

For more information visit, the Long Term Care website at [www.longtermcarenw.org](http://www.longtermcarenw.org).

View Cita Con Nelly segments here:  
<https://www.youtube.com/watch?v=zxQlk5XwEII> and  
<https://www.youtube.com/watch?v=w8Vt1V0wPIQ>

For more information on getting involved in the Long Term Care Panel, or for further details on the LTC website, please contact Julia Metz ([Julia.metz@clackamasworkforce.org](mailto:Julia.metz@clackamasworkforce.org) or 503.657.6770)

## Job Driven National Emergency Grant & the Cohort Model

The Job Driven National Emergency Grant, awarded to Clackamas Community College's Workforce Development Services Department by Clackamas Workforce Partnership, focuses on providing long term unemployed individuals receiving Temporary Assistance for Needy Families (TANF) and/or Supplemental Nutrition Assistance Program (SNAP) benefits with training and employment services. This grant generated some challenges: how to connect with the targeted group, how to develop relationships with partnering agencies, and how to connect non-traditional students with traditional occupational skills training.

After solving how to connect with the targeted group and develop relationships with partner agencies, the last obstacle proved to be the most challenging. How do you connect non-traditional students with traditional occupational skills training? Answer, build a new teaching/learning/advising model.

This model began by collaborating with Customized Training at Clackamas Community College (CCC) and resulted in the creation of a Certified Nursing Assistant (CNA) cohort instruction/learning model that focused on more personalized assistance. This cohort model brought together customized Health Sciences instruction and partnered support for participants to meet their childcare, transportation and required clothing needs. Personalized attention from the grant's Workforce Advisors assisted these non-traditional students to be more successful than through traditional training methods. The Advisors provided one on one accessibility, soft skills training, resume/interviewing assistance and after each cohort completed their training, a mini job fair. A provision that has supported success is the relationship that this grant built with the Department of Human Services (DHS) which delivers the SNAP and TANF programs. By partnering with DHS, customers' support services were shared. For example, DHS assisted with child care and the grant with tuition, books, supplies, transportation, uniforms and other associated training costs.



CCC Workforce Advisors Mike Shelly and Diane Danielson along with students in the summer cohort.

Many efficiencies were developed to help the participants complete the program successfully. For example, the payment process for customer's required drug screening was simplified to eliminate participants having to pick up a check at DHS, go to the bank to get a money order, and then bring it to the drug screen site for their screening. The program now directly pays for the drug screens with DHS funds and uses a van to take participants to their drug screen site and then on to their required CPR course.

Fifty percent of TANF customers participating in grant services have had their TANF cases closed by the end July 2016. 109 participants have been enrolled in the grant. Of that, so far 35 have earned 54 certificates and/or licenses and 69 have obtained employment. The grant's end date at this time is September 30, 2016, although there is a possibility of an extension through 2017. This innovative cohort model developed by CCC's Workforce Development Department in conjunction with CCC's Customized Training works and continues to be refined to provide even more success.

Clackamas Workforce Partnership  
365 Warner Milne Rd, #202  
Oregon City, OR 97045

Office: (503) 657-6644  
[www.clackamasworkforce.org](http://www.clackamasworkforce.org)