



Our Mission:

To coordinate a regional workforce system that supports individual prosperity and business competitiveness.

Executive Board

James Paulson

Chair

HR Manager

Alta Bicycle Share

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NW Oregon Labor Council

April 2, 2013

Hello,

As you may know, Governor Kitzhaber has recommended a \$10 million workforce training investment to scale up efforts to get more Oregonians back to work, build the talent that industry needs, and help companies grow. On behalf of the Workforce Investment Board for the City of Portland, Washington and Multnomah counties, we applaud the Governor's efforts and urge your support for this critical investment.

The Governor's proposal leverages Oregon's publicly funded workforce system – managed locally by Worksystems and delivered through WorkSource Portland Metro – which is working to ensure that Oregonians have the skills necessary to get and keep working and that businesses have the talent they need to thrive. Last year, the local WorkSource system served more than 78,000 job seekers and placed 42,000 into jobs generating taxable income of \$1.33 billion. A recent benefit-cost analysis of programs managed by Worksystems conducted by Economic Modeling Specialists International (EMSI) showed that for every dollar invested in services to adult job seekers, \$8.03 in benefits was returned to the local economy.

We estimate that \$3 million of this new State investment will come to our region to serve job seekers in the City of Portland, Multnomah and Washington counties. This money will be aligned with other federal and local resources that we manage and invest through WorkSource Portland Metro to continue to build our local public workforce system to serve the businesses and job seekers of our community.

What this money will do:

- Expand the highly successful Back to Work Oregon pilot launched by the Governor in 2011. The pilot brought \$1.9 million in on-the-job training (OJT) resources to our region to supplement the costs to businesses of training new employees. We matched that with \$1.6 million and helped to put 725 people back to work. We estimate that this new State investment will allow us to put an additional 705 people back to work locally using on-the-job training.
- Expand the National Career Readiness Certificate (NCRC) program, a nationally recognized credential used by participating businesses to validate the skills of job seekers. To date, 5,842 people in our region have earned an NCRC and 277 businesses have committed to using the credential in the hiring process. We estimate that this new investment will result in 18,000 additional job seekers earning an NCRC.



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- Help our region attain Certified Work Ready Community (CWRC) status, signifying that the City of Portland, Multnomah and Washington counties have the skilled workforce necessary to grow local businesses and attract new ones. A Certified Work Ready Community is based in part on the portion of the population that has earned an NCRC and the number of businesses that utilize it to validate skills.
- Support for Sector Strategies. Sector strategies are employer-driven partnerships to meet the needs of key industries within regional labor markets. In Washington and Multnomah counties, more than 40 businesses are actively engaged in designing and delivering industry-focused strategies to address workforce challenges in the manufacturing, healthcare and information technology sectors. These partnerships are essential to assuring that public workforce investments are targeted to address the needs of local employers and workers.

The workforce investments proposed by the Governor are proven, cost effective strategies that produce real results for workers and businesses. They leverage federal and local workforce resources, strengthen existing partnerships, and promote the continued improvement of Oregon's public workforce system. We urge your support for the Governor's request.

Your consideration and support are much appreciated.

Sincerely,

James Paulson
WIB Chair