

Council Communication

November 18, 2014, Business Meeting

Workforce Development Proposal – Ashland Community Resource Center

FROM:

Adam Hanks, Management Analyst, adam@ashland.or.us

SUMMARY

Based on Council discussion and direction from the [June 30, 2014](#), Study Session meeting, staff has proposed a workforce development concept targeted at providing resources and job placement opportunities in partnership with the Ashland Community Resource Center (ACRC). Services would include resume assistance, “ready to work” registration, employer feedback for performance/quality, outreach to develop network of participating employers and ongoing coaching/guidance in response to employer feedback for long term program success.

Funding for the program would come from the Economic Development program in the form of a contract to ACRC which would include role of City vs. ACRC, minimum service levels, performance targets and progress reporting. It is estimated that the project could be implemented for \$20,000.

BACKGROUND AND POLICY IMPLICATIONS:

Council has been working with City staff over the past year to improve the workforce readiness with targeted local efforts enhancing the regional efforts already in place. Options researched and discussed included a satellite office for the Job Council in Ashland for a specified number of hours per month, development of a workforce training program based on employer needs for both existing employees and future employment skill needs and development of a program to assist job seekers (unemployed or under employed) with local options for entering the local workforce and succeeding.

At the June 30, 2014 Council Study Session, Council indicated an interest in creating a multi step workforce development plan that started with addressing more of the short term, immediate job placement needs within the community. Council suggested working with the Ashland Community Resource Center (ACRC) to create a program to assist the ACRC customer base in obtaining short term local employment with the ultimate goal of becoming self-sufficient and transitioning into a permanent role within the local workforce and community.

While attempting to meet the needs of the ACRC customer base, a parallel objective is to provide a local contingent of interested workers to fill open positions for needed work in our local economy that has been challenged to find matches to their sometimes seasonal needs.

Further development of the project could expand the offering to meet the needs of the traded sector and professional job seeker/employer, targeting the rising trend of professional contract/project work rather than attempting to duplicate the more standard “job posting” tool.



The Proposal

AshlandJobMatch.org – Where Ashland’s full spectrum of skills and tasks meet.

Job Seekers

- Resume Assistance – Resources and templates for creating a viable working resume
- “Ready to Work” registration
 - With evaluation/screening by staff, qualified job seekers can be registered on the site and enter preferences/keywords to auto filter the jobs available list to best fit their abilities, preferences and schedule needs
- Performance scoring – Job seeker registration includes a section for employer to comment and grade the results of any prior job placement through the online system (0-5 stars, 1-10 scoring or similar) to assist employers in future selections or longer term hiring potential.
- Auto alert – Automated response via email/text of potential job match and submitted employer evaluation, in addition to phone or in office options.

Employers

- Account Registration – Local businesses sign up to the site and commit/pledge a minimum number of hours or tasks to make available to registered job seekers
- Job Posting – Employers post jobs/tasks available, wage, min skill requirement, other minimum standards (uniform, indoor/outdoor, etc)
- Post Employment Evaluation – Employers provide feedback on job seeker account, giving grade/rank and comment
- Auto Alert – Automated response via email/text of potential job match, reminders to ensure post work evaluation submittal.

Project Start-Up Costs by Component

Database/Software Development – \$5,000-\$10,000 (may be less if ACRC contracts for this work vs. City)

- Web based with associated mobile app
- Employer and Job seeker log-ins
- Resume and other document upload ability
- Public view of job listings, but not contact info until account log-in/registration complete
- Job/task list sortable by hours, type of work, indoor/outdoor, ongoing vs. one time, etc
- Reporting for program benchmarking, monitoring of placement effectiveness, etc

Job Seeker Assistance - \$10,000 (estimate .25 additional ACRC staff)

- General guidance
- Basic skill assessment
- Resume assistance
- Qualification for system registration
- Monitoring of post hiring evaluations/reporting from employers
- Coaching/assistance for those that received poor evaluations/scores from employers to improve their readiness for another chance.



Program Marketing/Outreach - \$3,000 (Could be part of ACRC grant or done by City or shared task)

- Advertising to potential employer base
- Face to face outreach to key segments(restaurants, warehouses, landscapers, public agencies, etc)
- Development of program brochures

Summary

The estimated \$20,000 project would be funded by the City utilizing Economic Development Program funds with ACRC providing the staffing and program operation. City staff could be project management lead on software development, monitor effectiveness and assist in elements of the marketing/outreach.

Additional project phases could expand the software tools, availability and use to the traded sector market and function as a local version of a project/task based workforce management (contingent workforce) solution similar to those found in a variety of professional and technical fields on the national and global scale.

COUNCIL GOALS SUPPORTED:

5. People

- 5.3 – Leverage partnerships with non-profit and private entities to build social equity programming
- 5.4 – Encourage the ongoing effectiveness of the Resource Center (ACRC)

FISCAL IMPLICATIONS:

While no formal bids have yet been obtained, City and ACRC staff has estimated that the project could be developed for approximately \$20,000 which would most likely be augmented to some degree with other program resources obtained by ACRC through successful grant awards.

STAFF RECOMMENDATION AND REQUESTED ACTION:

With the three primary workforce development program options having now been discussed and evaluated, staff recommends that Council direct staff to move forward with ACRC in developing a contract that would incorporate the responsibilities of both the City and ACRC in setting up and operating the Ashland Job Match program.

SUGGESTED MOTION:

I move to direct staff to work with ACRC staff to develop a grant contract incorporating the program elements generally described in the Council Communication and bring back to Council for contract approval at a future meeting.

ATTACHMENTS:

[City Council Minutes, June 30,2014](#)

ACRC Workforce Development Documents



City Council - Minutes[View Agenda](#)

Monday, June 30, 2014

MINUTES FOR THE STUDY SESSION**ASHLAND CITY COUNCIL**

Monday, June 30, 2014

Siskiyou Room, 51 Winburn Way

Council Chair Slattery called the meeting to order at 5:32 p.m. in the Siskiyou Room.

Councilor Morris, Voisin, Rosenthal, and Marsh were present. Mayor Stromberg and Councilor Lemhouse were absent.

1. Look Ahead review

City Administrator Dave Kanner reviewed items on the Look Ahead.

2. Discussion of Electric User Tax and Electric Franchise Fee

City Administrator Dave Kanner explained the 25% Electric User Tax (EUT) went into the General Fund. Council discussed the need to make the EUT more transparent and suggested changing the name. Staff clarified typically a tax was named after where it came from. One Council suggestion would make electric rates progressive and based on usage to reward conservation efforts. Other comments would make the EUT negotiable like property taxes.

Mr. Kanner further explained government municipalities did not pay the EUT and paid higher electric rates than users. The Cost of Service Study indicated the government municipal rate should come down 12% and the other rates increase to create a balance. Incentivizing conservation occurred in Tier 1 rates that were lower than Tier 2 rates. People who took advantage of weatherization and efficiency gain programs typically owned their homes and had the money to participate. The Cost of Service Study would provide support for lower income households by increasing and distributing the base rates through all incomes since low-income tended to use more energy.

Residential service did not pay a demand charge while other services did because they placed higher demands on the system. Residential also did not pay for the first 15-kilowatts of demand. Management Analyst Adam Hanks explained demand versus consumption, and that larger cities had conservations program for demand response.

Mr. Kanner would make it clearer in the budget process how much more money was generated in EUT when rates were raised. The Budget Committee or Council could discuss whether to earmark funds for a specific purpose. Council also wanted an

outline explaining the rate increase and the impact.

Staff clarified the franchise fee was an interfund transfer from the Electric Fund to the General Fund at 10% of the gross revenue and considered the cost of doing business. Ratepayers did not pay the franchise fee directly, only the Electric Fund paid. The expense was ultimately built into the rate and not an assessment on individual ratepayers.

3. Discussion of workforce development (request of Councilor Slattery)

Councilor Slattery did not think The Job Council was the appropriate agency and explained the Workforce Training program at Rogue Community College (RCC) might suit Ashland better. Management Analyst Adam Hanks confirmed that The Job Council agreed Ashland's workforce needs were not a good fit for their program. Mr. Hanks explained elements of RCC's program that worked with local industries on workforce development for existing employees or employers requiring specific skill sets.

Council saw two potential directions, one was the employer driven project with RCC assessing local employers on what their needs were. The other direction was working with people wanting employment. Council was concerned regarding RCC's focus on trade sector employment when Ashland was more tourism and healthcare based. One suggestion would have someone at the Resource Center once a week providing practical assistance on worker development skills or employment. Council suggested meeting with Lee Madsen at the Resource Center on what would be useful as well as look into the resources offered through ACCESS and possibly utilize services from RCC and ACCESS to cover more options.

Councilor Slattery would talk to Mr. Madsen. Staff would work with RCC on employment programs.

Council would discuss goal setting for a long-term strategy.

Meeting adjourned at 6:45 p.m.

Respectfully submitted,
Dana Smith
Assistant to the City Recorder

[PRINT](#)

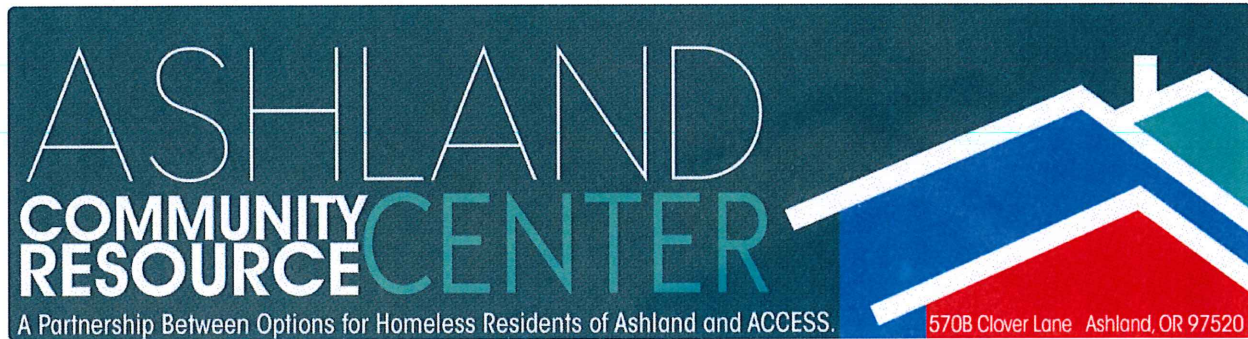
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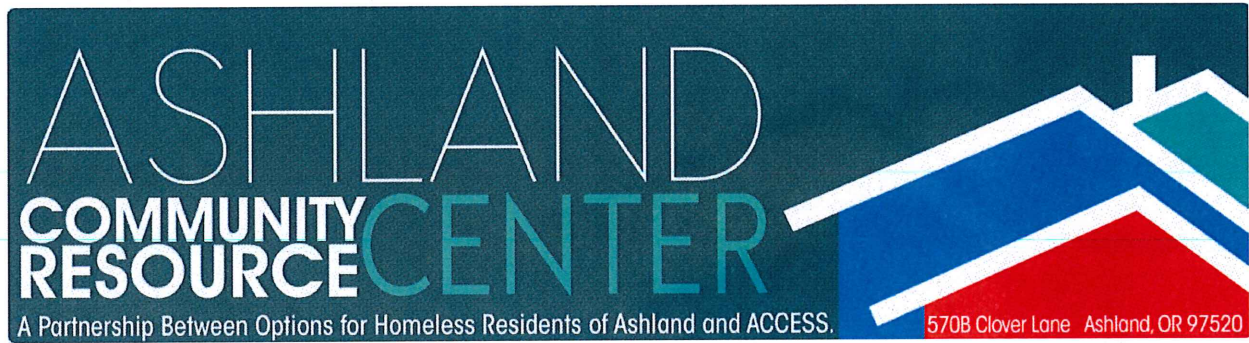
Fax: 541- 488-6935

572 Clover Lane, Ashland, Oregon 97520



WORKFORCE DEVELOPMENT TOOLS

1. ACRC will establish a network of "incubator" employers in varied sectors of the economy (food service, landscaping, construction, light manufacturing, retail, etc.) who we will work with to provide a "sheltered" workplace as a first-step for our guests to re-integrate themselves back into the workforce.
2. ACRC will establish a program to provide guest-specific support mechanisms (alarm clocks, bus vouchers, gas money, etc.) to help ensure a successful employment outcome.
3. ACRC will establish a program for frequently obtaining feedback from employers so that ACRC can provide our guests with real-time coaching to improve their job performance.
4. ACRC and our guests will jointly formulate an individualized "contract of expectations" to establish clear communication regarding participation in the program.



Job Search and Resume Preparation

Objective: To provide our guests with assistance in conducting a job search; including resume and cover letter preparation as well as coaching for a job interview.

1. Interview – Discuss employment experience and job search goals with the guest to determine focus of job search.
2. Job Search – Conduct online job search via “jobcouncil.org” based upon the employment goals as stated by the guest.
3. Resume
 - a. Have the guest complete a “Resume Information Form” to gather employment history and education details.
 - b. Create a one-page resume based upon a specific employment opportunity and the guest’s related employment experience.
4. Cover Letter – Create a resume cover letter which mirrors the language of a specific job opportunity posting.
5. Job interview coaching – Discuss with the guest the “dos and don’ts” of a successful job interview.

Todd B. Clark
Volunteer

Ashland Community Resource Center
Dress to be a Success

Mission:

To provide our clients with the appropriate attire for a job interview

To provide personal grooming for all clients

We are now helping clients with selection of clothing to wear to an interview. We are receiving donations of appropriate attire from local organizations. Additionally, one of our Ashland-based hair salons is helping us provide hair cuts for clients.

We have this available for our clients to go out with confidence to their interviews and be able to successfully achieve a new career.

Ginny Sagal

Dress to be a Success Coordinator

Leightman Maxey Foundation

P.O. Box 907 Medford, OR 97501
Phone (541) 734-9322 Fax (541) 734-8584

October 8, 2014

John Wieczorek,
Options for Homeless Residents of Ashland (OHRA)
P.O. Box 1133
Ashland, Oregon 97520

Dear John:

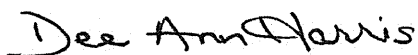
Enclosed please find check #1914 in the amount of \$10,000.00 from the Leightman Maxey Foundation. This check represents funds awarded in support of Front Office Development Project. Specifically, to increase employment opportunities for clients.

The Foundation requires a full and complete Grant Report on the manner in which the funds were spent. The Grant Report form and your reporting deadlines can be found at: www.leightmanmaxeyfoundation.org. Use the login credentials you used when completing the grant application.

If at any time you find yourselves unable to meet the requirements of the Grant Agreement you have signed with the Leightman Maxey Foundation pertaining to this grant, please notify me. I will be happy to discuss changes in your methodology or budget process that have come up during the implementation timeline.

Congratulations and best wishes.

Sincerely,



Dee Ann Harris
Executive Director
Leightman Maxey Foundation
daharris@leightmanmaxeyfoundation.org