

**Region 13 Workforce Response Team
Serving
Baker, Union and Wallowa Counties**

Regional Strategic Investment Plan

Analysis of the Regional Economy

a. Documents used in analysis

Region 13 Oregon Labor Market Information

Region 13 Industries at a Glance

Region 13 Occupations at a Glance

All information gathered from Jason Yohannan, Regional Workforce Economist

b. Summary of analysis;

Region 13 has long been a natural resources-based economy but has seen a decline in those industries over the past ten to fifteen years. Government, diversified manufacturing and service sector jobs seem to be replacing those lost in the more traditional industries.

The fastest growing industries in the 2002 – 2012 period are expected to be education, recreation and amusement services, business services, engineering and management services and insurance carriers. Within that context, the fastest growing occupations will include pharmacist, pharmacy technicians, forest and conservation workers, physical therapists, medical and health services managers, registered nurses, accountants and auditors, radiology, CAT and MRI technicians, medical records and health information technicians and medical, clinical laboratory technicians.

One of the counties in the region, Union, has maintained relatively low unemployment rates concurrent with low median income indicating that there are numerous low paying jobs. The county government officials have launched an initiative to attract more high skilled, high wage jobs while maintaining a broad range of options for those with fewer skills and less education to participate in the workforce.

Concurrently, all three counties have employers who report difficulty filling positions due to lack of trained workers or workers who don't exhibit strong work ethics. There is an ongoing demand for programs to upgrade current workers skills or training to fill gaps between the skills of the available workforce and the demands of available positions in the region.

c. Industries or Clusters which give the greatest return on investment

Based on analysis of the local economy the above growth industries are being targeted as well as the following clusters and traded sectors:

- Manufacturing
- Agricultural Industry
- Natural Resource Businesses
- Health Care

Identification of Priorities for Investment

d. Industries or clusters targeted

Based on analysis of the local economy the above growth industries are being targeted as well as the following clusters and traded sectors:

- Manufacturing (**Food Processing, Metals, Wood Products, RV, Plastics**)
- Natural Resource Businesses
- Health Care
- Automotive

e. Strategy for targeting appropriate business

The WRT has identified specific business' within the three counties and will schedule appointments with each to explain the funds and the process for accessing. Additional marketing, to include newspaper articles, advertisements on the radio, presentations to Chambers and other workforce/industry groups and website access.

f. Implementation of The Governor's seven (7) emphasis areas

The Governor's seven (7) emphasis areas have been adopted by the region as their own and will be factored into the scoring process for awarding funds.

1. target training to traded sector businesses and industry clusters;
2. promote job retention and creation;
3. promote investment in training resulting in skills realistic for the region;
4. training in occupations or skills where shortage exists in region or state;
5. seek to maximize investment of funds by leveraging other resources in the region;
6. training programs which provide transferable skills, raise individual competencies and lead to industry certification or skills standards; and/or
7. training of workers who are paid wages that meet or exceed the median hourly wage in the county in which they are trained, or result in wage gain or career ladder development.

g. Connection between performance measures and regional funding priorities

The WRT is targeting industries that can meet performance measures:

- i. Meet or exceed median private sector hourly wage for the region.
- ii. Jobs are created as a result of training

- iii. Jobs are retained as a result of training
- iv. Certificates are earned
- v. Increase in productivity/reduction of turnover rate in company
- vi. Leverage of private sector match
- vii. Return on training investment/cost per training completion
- e. Connection between funding priorities-** Are priorities for the local and state Workforce Investment Boards and the Regional Investment Boards factored into this plan? (Occupations? Small Businesses? Existing Companies? Industries? Clusters?)
 - i. There are no funding priorities at the Regional or Local Board outside of serving local constituents.
 - ii. State Priorities: Healthcare, Manufacturing, Consortia
 - iii. Yes, Regional Alliance
 - iv. OWIB Goals
 - 1. All Oregon employers have competitive workforce advantage in global community
 - 2. Workforce has skills for success in knowledge based economy
 - 3. Streamlined system

Evaluation of effectiveness

h. Measurement of success

The Region will be successful if all funds are in contract by June 30, 2008 and that performance measures are being attained.

i. Lessons Learned

Previous WRT investments have impacted the economy by assisting businesses with training, offsetting their expenses and allowing them to be more competitive and helping to increase the capacity of the local workforce.