



FOR IMMEDIATE RELEASE

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Columbia-Willamette Workforce Collaborative Releases Long-Term Care Workforce Plan

VANCOUVER, Wash. (June 11, 2015) – As our population ages, the need for long-term care workers will intensify. To help businesses address the growing need for employees, the Columbia Willamette Workforce Collaborative (CWWC) introduced its “2015-2017 Long-Term Care Workforce Plan” this month.

The plan outlines workforce development goals for the long-term care industry including targeted marketing and messaging to job seekers, developing a vetting process within the workforce system to refer high-quality candidates to businesses, and training opportunities and exposure for youth.

CWWC is comprised of three regional workforce investment boards: Southwest Washington Workforce Development Council (Washington State: Clark, Cowlitz and Wahkiakum counties), Worksystems, Inc. (Oregon: Washington and Multnomah counties and the City of Portland) and the Workforce Investment Council of Clackamas County (Oregon: Clackamas County). CWWC is a partnership that delivers a unified approach to workforce development for the region’s major industries, supports economic development and builds a skilled and adaptive workforce to meet the needs of employers in our region.

The region’s long-term care sector is anticipated to add more than 6,000 jobs over the next eight years, expanding the current workforce by nearly 25 percent. CWWC has investigated and analyzed data, validating the indispensable and growing role of the long-term care industry in our region and the need for skilled workers in assisted living, nursing homes, adult family homes, home health agencies and other facilities providing medical care and services for children and adults living with chronic health problems.

CWWC continually convenes and meets with regional employers to drive and inform the strategies of the workforce system. The next meeting of long-term care businesses is July 28 in Vancouver.

Long-term care employers interested in attending the meeting or learning more should contact Tracy Schreiber, Employer Services Manager, at tschreiber@swwdc.org or 360-567-3185.

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Southwest Washington Workforce Development Council (SWWDC), a nonprofit organization founded in 2002, contributes to regional economic growth by providing investments and resources to improve the skills and education of the workforce in Clark, Cowlitz and Wahkiakum counties. SWWDC helps

businesses find and hire the employees they need and provides people the skills, education and training to find work or advance in their careers. SWWDC partners with employers, community colleges and universities, labor groups, government and economic development agencies, high schools and community organizations. Learn more at www.swwdc.org.

Worksystems, Inc. is a nonprofit agency that accelerates economic growth in the City of Portland, Multnomah and Washington counties by pursuing and investing resources to improve the quality of the workforce. We design and coordinate workforce development programs and services delivered through a network of local partners to help people get the skills, training and education they need to go to work or to advance in their careers. Our partners include employers, labor groups, government, community colleges, high schools, community-based and economic development organizations. Visit www.worksystems.org.

Workforce Investment Council of Clackamas County is a nonprofit organization dedicated to building a strong workforce in Clackamas County. Through public-private partnerships, we attract funding to help local businesses proactively address a key challenge to their success—a skilled, competitive workforce. For more information, visit <http://www.wicco.org>.