

NEWS



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August 2015

Welcome to **News** about the region's workforce system.

Connecting Industry with its Future Workforce: Business After School



Career exploration for today's youth and tomorrow's workforce

With 30-50 percent of manufacturing workers heading into retirement in the next few years and a

lack of trained young workers, our region will face a workforce shortage.

Tapping into the interests and talents of our future workforce through participation in Business After School (BAS) is an excellent way for companies to begin to bridge the labor gap.

BAS highlights a different industry each quarter. In honor of National Manufacturing Day, the manufacturing industry will be highlighted October 5-7. The program has previously featured engineering and health care and ends the year with technology in December.

Sponsors are the key to making the nonprofit BAS program successful. Sponsors provide an onsite, two-hour visit for young adults ages 16-24 that includes a company tour, hands-on activity, discussion of job types, education and training, salary ranges and future job outlook. Businesses may choose to sponsor an entire program year for \$2,500 or an industry week for \$500 or \$250.

By bringing young people into workplaces to speak with employees, BAS gives them an opportunity to explore career options that might be new to them, possibly sparking interest. It also allows businesses to showcase what they do and meet potential future interns or employees.

Participants under 18 must be accompanied by an adult and registration is required to attend an event. Registration opens in September; check the BAS website for details.

Manufacturers

- **Support our local nonprofits on September 24!**
- **In the News**

IN OTHER NEWS

SWWDC Board Meeting

September 9, 2015
4-6 p.m. at Cowlitz
County Administrative
Building, Kelso
Click for details

Save the Date



Oct. 5-7 Manufacturing
Dec. 7-9 Technology

<http://www.business-after-school.org/>

Strategic Plan 2014-17

Read SWWDC's Strategic Plan

Workforce 101 Website

Resources to help job seekers, youth and veterans improve skills to get a job.

Mission

To prepare and promote a skilled and adaptive workforce for a thriving economy in Southwest Washington.

Our Partners



Sponsoring Business After School will allow your business to show our young people that manufacturing is one of the driving forces of our economy, offering a variety of well-paying jobs and opportunities. Interested businesses must apply by September 4.

For more information, contact Cass Parker, Program Coordinator, at cparker@swwdc.org or 360.567.1076 or visit www.business-after-school.org.

Tech & Manufacturing Training Program Accepting Applicants



Individuals unemployed for more than 27 weeks have a new program to help them get back to work.

RebootNW offers individualized training, job shadowing, education and networking opportunities in tech and manufacturing.

To be considered for the program, an individual must be unemployed for at least 27 weeks or underemployed, meaning they lost a job and have not been able to obtain a new one with similar pay; be at least 18 years old and have a high school diploma or GED; reside in Clark, Cowlitz or Wahkiakum counties; have sufficient time for training or education; be interested in information technology, software, manufacturing or engineering.

Unemployed veterans and eligible spouses, out of work for any length of time, may also apply.

Learn more at www.rebootnw.org or attend an information session at WorkSource.

- **Clark County:** Thursdays, 1-2:30 p.m. at 5411 E. Mill Plain Blvd., Suite 15, Vancouver. Contact Jacob Miller at jamiller@esd.wa.gov or 360.735.5084.
- **Cowlitz and Wahkiakum:** 2nd and 4th Mondays, 1:30-3 p.m. at 305 S. Pacific Ave., Suite A, Kelso. Contact Colleen Paine at cpaine@esd.wa.gov or 360.578.4231.



On-the-Job Training Pays for Employers

Hiring new employees can be costly and risky. Do they have the skills to do the job? Will they have the right attitude and fit in with existing employees?



When hiring new employees, on-the-job training (OJT) is a cost-effective way to train them to your standards.

Offered by WorkSource, OJT benefits include:

- Reimbursement for 50 percent of the wages of your new employee during the training period; in some cases up to \$5,000 per new hire
- Flexible, customized training to fit the job's skill requirements
- Increased employee retention and productivity

WorkSource can assist with finding, interviewing and assessing your new hires. For assistance, contact the Business Services team.

- Clark County: Darcy Hoffman at dhoffman@esd.wa.gov or 360.735.5038
- Cowlitz/Wahkiakum counties: Donna Hughes at dhughes@esd.wa.gov or Tana Haddenham at thaddenham@esd.wa.gov or call 360.578.4219.

Health Care Training Funds Available

Jobs in the health care field are growing. WorkSource has training funds available for individuals who have been out of work 27 weeks or more to gain skills and experience to get jobs in the industry.



Interested individuals should attend a WIOA information session:

- **Clark County:** Fridays at 1 p.m. at WorkSource, 5411 E. Mill Plain Blvd., Suite 15, Vancouver or call 360.735.4956.
- **Cowlitz and Wahkiakum counties:** Tuesdays at 1 p.m. at Lower Columbia College's Career Center, 1600 Maple St., Longview or call 360.442.2330.



Questions/Comments?

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SWWDC

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September 15: Apply for Software/Technology and Manufacturing Worker Training Funds

The ProSTEP Employee Training Assistance Fund offsets employers' training costs for current employees in certain advanced manufacturing and IT/software occupations. Funds have enabled companies to implement robust, customized trainings that improve employee skills and company productivity.

Popular topics have included leadership, Lean, Excel, technical writing, software certifications, machining, CAD/CAM automation, IPC certification, TWI certification, sales and marketing, project management, inventory and auditing.

Apply by September 15. **Click here to learn more about the program** or contact Lee Ann Lawrence, Employer Services Manager, at llawrence@swwdc.org or 360.567.3170.

Kathy Ashley, Accounting Assistant



As SWWDC's Accounting Assistant, Kathy Ashley processes accounts receivable, payables and cash receipts and assists the fiscal department with quarterly reporting and contract budget input and tracking. She also handles projects for the program team, including data entry of grant training participants.

A U.S. Navy veteran, Kathy has a diverse background that includes working as a personal assistant and executive secretary for a company that manufactured fittings for liquid chromatography, sales coordination and payroll processing.

Kathy says one of her proudest achievements was homeschooling her daughter, Jenny, from grades 2-8 and teaching her math, language arts, health and fitness. Part of the Running Start program at Clark College, Jenny graduated from high school in June with her Associate degree. She will be a junior at Washington State University Vancouver in September.

In her free time, Kathy enjoys spending time with her daughter and taking their dogs on long walks.

Reach Kathy at kashley@swwdc.org or 360.567.3184.

Partnership Enhances Employment Services for Business and Students

Clark College recently became a WorkSource Connection Site, providing office space in its Career Services Center for a WorkSource staff member to be at the college full-time.

By collaborating, SWWDC and Clark College hope to increase opportunities for students to obtain no-cost training and access to WorkSource services while also streamlining the process of connecting employers with job candidates who are qualified and ready to work.

Students visiting WorkSource at Clark College can:

- Receive career and training guidance to find and obtain jobs
- Learn about job openings and internships that WorkSource is helping local employers to fill
- Apply for industry-recognized training programs and, if eligible, for financial assistance
- Create employment plans aligned with their educational plans
- Research labor market data to learn about demand for the jobs they're considering
- Develop a resume, job search and interview skills
- Enroll in Workforce Investment Opportunity Act (WIOA) programs and/or other no-cost training or education through WorkSource

To learn more, contact Heather Fox, WorkSource Employment Specialist, at 360.735.5122 or hfox@esd.wa.gov.

Industry Weighs in on Workforce Plan

In partnership with the Columbia Willamette Workforce Collaborative, SWWDC recently sponsored a Manufacturing Forum to update business leaders on progress made towards fulfilling the goals of the 2013-2015 Manufacturing Workforce Plan.

The Plan identifies three key issues businesses say are impacting their industry:

1. The quality and quantity of young workers entering the industry.
2. The skills of current available workers.
3. Technology and process changes.

Over the past two years, the Collaborative has:

- Hosted a manufacturing career exploration day for 600 students.
- Provided 100 manufacturing internships for youth.
- Brought manufacturers together with education providers to discuss industry needs.

- Invested more than \$2 million to train current workers in manufacturing occupations.
- Created a Certified Production Technician credential program that has trained more than 70 graduates.
- Funded on-the-job training for 520 workers who were hired by area manufacturing companies.
- Advanced the skills of more than 3,000 manufacturing workers.
- Hosted industry-specific job fairs where 43 companies promoted their job openings to 400 job seekers.
- Provided opportunities for more than 70 companies to engage in Lean, ISO and other trainings.

During the forum, industry agreed the Collaborative should continue to address the three key issues and also focus on building a pipeline of skilled production workers and attracting youth to the industry.

To get involved or learn more, contact Lee Ann Lawrence, Employer Services Manager, at llawrence@swwdc.org or 360.567.3170.

Cross-State Collaboration Builds Technology Workforce

The joint Washington Economic Development Association (WEDA) and Oregon Economic Development Association (OEDA) annual summer conference themed “Innovation and Entrepreneurship,” was attended by more than 100 economic development and workforce development professionals, educators and business leaders.

Regional partners made several presentations and Jeanne Bennett, SWWDC CEO, moderated a panel on the synergies between economic development, education and workforce development efforts to build a nimble technology workforce in the Portland-Vancouver metropolitan area.

“Given the similarities between Washington and Oregon’s economic sectors, working together allows us to attract the best talent to the Pacific Northwest which will positively impact the region’s economy,” said Jeanne Bennett.

Lee Ann Lawrence, SWWDC’s employer services manager for the tech sector, presented on the region’s growing demand for software developers, computer systems analysts and computer support specialists and the need for a variety of training options to build skills to fill today’s tech jobs.

Sandra Towne, the City of Vancouver’s Innovative Partnership Zone (IPZ) administrator, outlined “place making” efforts as an economic driver for tech cluster development in downtown Vancouver.

Dr. Dene Grigar PhD, Director and Associate Professor of Washington State University Vancouver's Digital Technology and Culture program, discussed the employer-driven four-year degree program that allows her students to gain real-time industry work experience while studying.

WorkSystems' Executive Director, Andrew McGough, highlighted the success of Code Oregon, an online interactive education platform that teaches high-demand technology languages and includes mentoring and career services.

Contact Lee Ann Lawrence, Employer Services Manager, at llawrence@swwdc.org or 360.567.3170 for information.


Another cross-state technology training opportunity called Reboot NW recently launched. See the article above.

Vancouver Chamber's Mega Event - August 13

The flyer features logos for the Greater Vancouver Chamber of Commerce, MEGA, Legacy Health, and Salmon Creek Medical Center. A red banner reads "BUSINESS AFTER HOURS". The text describes the event as a celebration of Legacy Salmon Creek Medical Center's 10th anniversary, presented by the Greater Vancouver Chamber of Commerce. The event is on Thursday, August 13th, from 5-7pm at the second floor lobby of the medical center. A photo of the medical center is shown with the slogan "Our legacy is yours." and a green spiral graphic.

Join the Greater Vancouver Chamber of Commerce on Thursday, August 13, at a brand new event, the "MEGA Business After Hours" at Legacy Salmon Creek. State Senator Annette Cleveland will welcome guests at 5 p.m. on the mezzanine. The first 250 guests receive a gift. Enjoy food, refreshments, networking and help Legacy celebrate 10 years of caring for the community. This event is free. More information is available at www.vancouverusa.com.

Register Now for Kelso Longview Chamber's Small Business Boot Camp Series



2015 Small Business BOOT CAMP

2015 Fall Series begins Friday, September 11
Friday Mornings ★ Lower Columbia College
7:30 am - 9 am ★ Heritage Room at LCC - Admin. Bldg.

★ RETAILING SIX PACK ★

Sept. 11 What does your window and your store say to customers?
Talking about window displays, store displays, signage in the store,
dust on the items, poor lighting etc.
Facilitator: Bob Green, RW Green and Associates.


Sept. 18 Employee Training – Are your employees trained to help the customer
or just ring up a sale? Kevin Hunter, The Business Forum Show.

Sept. 25 Purchasing Strategies – Do you have a plan?
Facilitator: Jerry Petrick, Certified Business Advisor SBDC

Oct. 2 Pricing Strategies – Cowlitz County
Facilitator: Jerry Petrick, Certified Business Advisor SBDC


Oct. 9 Promotion Strategies – Advertising: mail, radio, online, print.
Facilitator: Bill Marcum, Kelso Longview Chamber

Oct. 16 Online Sales? Facebook? How to get in the game!
Facilitator: Tom May, May52 Inc.



\$100 Members
\$160 Non-Members
Register at:
www.kelsolongviewchamber.org

360-423-8400 www.kelsolongviewchamber.org



Kelso Longview
CHAMBER OF COMMERCE
The Voice of Business

Fully-Funded Tuition & Training Opportunities Available for Clark County Manufacturers

Enrollment is now open for the fall term of the Make it in Washington program which provides fully-funded tuition for online training for Clark County manufacturers.



Offered through Washington State University and Shoreline and Highline community colleges, Clark County manufacturers have access to accredited online academic training to advance their manufacturing, logistics, supply chain and management skills. Eligible employees receive college credit toward an undergraduate or graduate degree.

For more information, contact Max Ault, CREDC's Business Development Manager at mault@credc.org or 360.567.1055.

Learn more about the Make it in Washington program [HERE](#) or visit the Workforce Training Board at www.wtb.wa.gov.

Support our local nonprofits on September 24!



Give More 24!, a 24-hour, online giving challenge led by the Community Foundation for Southwest Washington to grow philanthropy across the region, launches 12 a.m. on September 24 and lasts until midnight of the same day.

Several of our workforce development partners (Innovative Services NW, Habitat for Humanity, Lower Columbia CAP, Partners in Careers) and community partners (Clark College Foundation, Share, Lower Columbia College Foundation) are signed up to accept donations. Please consider them when giving.

View all the nonprofits and learn more about how you can make a difference in our community at www.give-more-24.org.

In the News

See recent [coverage of the SWWDC and workforce projects](#).

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 programs help businesses find and hire the employees they need and provide 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 to provide employment and training services to employers, job seekers and youth.

You're receiving this because of your interest in workforce development. SWWDC is an equal opportunity employer and provider of employment and training services. Auxiliary aids and services are available upon request to individuals with disabilities. To place a relay call, dial 711.

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