



workforce
SOUTHWEST WASHINGTON

JUNE 2023



Welcome, Summer 2023 Future Leaders Project interns and businesses!

The Future Leaders Project (FLP) is an initiative of Workforce Southwest Washington (WSW), [Columbia River Economic Development Council \(CREDC\)](#) and [Washington State University Vancouver](#) that helps cultivate diverse leaders for our growing community. FLP places students from historically underrepresented communities and first-generation college students into employer-sponsored summer internships, providing growth and professional development opportunities.

We're excited to share that 14 interns from Washington State University Vancouver will be placed with the following companies this summer:

[Clark County Food Bank](#)
[Columbia River Economic Development Council](#)
[Edge Networks](#)
[Fourth Plain Forward](#)
[Greater Portland Inc.](#)
[Pacific Power Group](#)
[Partners in Careers](#)
[PointNorth](#)
[Port of Vancouver](#)
[TwinStar Credit Union](#)
[Verdant Web Technologies](#)
[YWCA Clark County](#)

Thank you to the businesses and interns participating in the Future Leaders Project this summer! Together, we're working to upskill and prepare our young workforce for impactful and quality careers in Southwest Washington.



Taking a bite out of food insecurity: Partnership increases food distribution center capacity as demand soars

In the wake of the pandemic, families across Southwest Washington still struggle to make ends meet. Often that means having to decide between paying bills and buying food. At the same time, the

small nonprofit organizations that provide critical support, services and resources to the community are stretched thin by spiking demand.

In response, Workforce Southwest Washington and the [Washington State Department of Commerce](#) began a partnership in 2021 to increase the capacity of food distribution centers across the region. The program places interns with local food distribution centers, helping individuals gain skills and work experience and at the same time building much needed capacity at food banks and pantries to feed our community.

[Read more](#)

We are seeking contractors to provide consulting services!

Workforce Southwest Washington (WSW) is seeking qualified contractors to provide a variety of consulting services. WSW will select contractors for future projects from among qualified respondents to this Request for Qualifications (RFQ).

Contractors may be selected for future projects based on the competitive qualifications, experience and hourly rate quoted in proposals responding to this RFQ. One or more qualified contractors may be asked to provide further details and price information based on the needs of specific projects.

[Learn more and apply](#)

Small Business Month: NDUB empowers business development through marketing, brand amplification



Owner of NDUB Brand, Webster is a marketing specialist, podcaster, entrepreneur, author and professor. Webster joined WSW's Board of Directors in June 2022.

Celebrating and supporting the small business owners and entrepreneurs vital to our regional economy. According to the [Small Business Administration](#), 657,529 people were employed by small businesses in 2022. Across the state, 98% of businesses are small businesses. Small businesses are foundational to the success of Southwest Washington.

When Nathan Webster launched [NDUB Brand](#), he noticed that marketing tools and resources for nonprofits were not readily available. In response, he dove into web development, search engine optimization (SEO), digital marketing strategies and podcasting.

[Read more](#)

Meet the Communications Team!

The Communications team supports the communications and data needs of the organization in improving the region's job quality, highlighting key industries of manufacturing, healthcare, technology and construction, and promoting WSW's youth and adult initiatives through websites, social media, blogs, visual data, media relations, special events and materials.



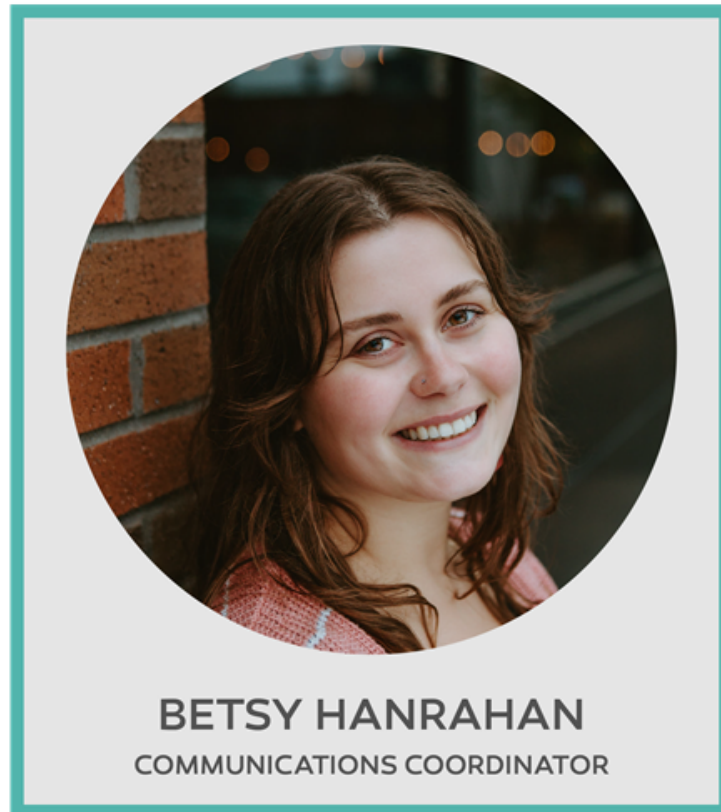
Julia Maglione is the Director of Communications for Workforce Southwest Washington, providing leadership and strategic direction to WSW's communications and data team.

Julia's prior experience includes working at Clark College, serving as volunteer marketing chair for Leadership Clark County and public information

and media relations positions with nonprofit organizations and public relations agencies in the San Francisco Bay Area and Los Angeles.

Julia enjoys sharing information and being a bridge that helps connect businesses and individual with services that can help them. Her current role at WSW has brought her employment full circle. She got her very first job as a teenager through a summer youth employment program (similar to the SummerWorks program operated by [WSW's Next youth center](#)). She worked in the kitchen of a residential retirement apartment complex. When the summer ended, the company hired her, and she worked there after school and on weekends throughout her high school years. Now she gets to be part of the team helping spread the word about a similar program in our region.

Get in touch with Julia at jmaglione@workforcesw.org or 360.567.3176.



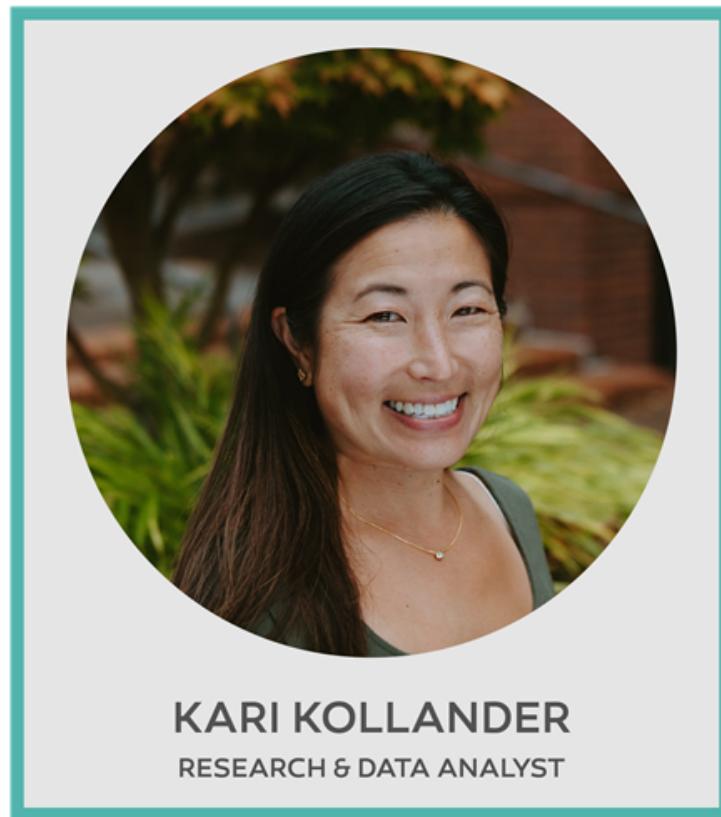
As Communications Coordinator, **Betsy Hanrahan** works primarily on digital communications, including social media, blogs, web content and email outreach.

Prior to joining WSW, Betsy was a student at [Washington State University Vancouver](#), majoring in Digital Technology and Culture. While there, Betsy worked in the Electronic Literature Lab republishing hypertext work for the web.

This experience, in addition to internships on marketing and digital communications, shaped Betsy's research-based approach to creative communications.

Betsy finds the most fulfilling part of the job to be working on a diverse spectrum of projects that positively benefit our local community. Outside of work, Betsy enjoys working out, camping, painting and hanging out with her fluffy cat, Harry.

Get in touch with Betsy
at bhanrahan@workforcesw.org or 360.559.5052.



As Research & Data Analyst, **Kari Kollander** assists multiple teams on various projects, including labor market information of in demand occupations, creating dashboards of program performance, measuring our impact in annual reports and our strategic plan indicators, and supporting grant opportunities.

Before joining WSW, Kari worked in the environmental field as a GIS analyst working with environmental datasets around water resource conservation projects. As a self-described data nerd, Kari loves a great data visualization!

Get in touch with Kari at
kkollander@workforcesw.org or 360.567.3178.

WSW CEO busts myths about homelessness at work



Miriam Halliday
Workforce Southwest Washington CEO

Workforce Southwest Washington CEO Miriam Halliday presented at the [Council for the Homeless](#) webinar on Myth Busting: 5 Top Questions & Answers on Homelessness. Halliday shared insights into homelessness as a workforce issue and the difficulties of job search and stability while experiencing homelessness.

[Watch webinar](#)

2023 Apprenticeship Guide available now!

Apprentices get paid to learn on-the-job as they receive valuable training and mentorship, further their education and develop the deep skills and knowledge that will help them become valued professionals. The trouble is that not enough

potential applicants know that these programs exist.

This guide was created to fill a need: residents of Southwest Washington and Oregon often struggle to find apprenticeship programs, and career counselors and other experts do not have one central list of apprenticeship opportunities.



[Explore the guide](#)

*WORKFORCE SOUTHWEST WASHINGTON
IN THE NEWS*

The Columbian

Letter: Help business, workers

Businesses struggle to find candidates, leaving significant job openings locally and in critical

industries like health care, education, manufacturing and food processing.

[Read more](#)

The Columbian

I-5 Bridge replacement will require strong labor pool in Clark County

A light blue glow flickered across DJ Johnson's face, contrasting with his reddish-brown goatee as he examined what was shaping up as an aluminum dinghy.

[Read more](#)



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How to use WorkSource as part of your onboarding to cultivate employee retention

contributed by WorkSource

Businesses, especially small ones, face many dilemmas in the modern working landscape. With everyone hiring, small businesses must often fight against corporate titans for talent, and it takes

more than a good nose for stellar resume writing to find the right people to staff your organization.

More challenging still: it's no easier to keep them.

But by using the resources available to you, there are ways to stack the deck in your favor.

[WorkSource](#) is one of those resources!



[Learn more](#)

Workforce Southwest Washington (WSW), a nonprofit organization, funds community prosperity by investing in services that help individuals gain skills to obtain good-paying jobs or advance in their careers and help companies recruit, train and retain workers. Our investments strengthen the region's businesses and contribute to a strong economy. Since 2003, we've invested more than \$126 million in Southwest Washington. WSW is the Local Workforce Development Board (LWDB) designated by federal Workforce Innovation and Opportunity Act (WIOA) legislation to oversee the public workforce system in Clark, Cowlitz and Wahkiakum counties. Learn more at www.workforcesw.org.

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Upcoming Board Meetings

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Workforce Southwest Washington
805 Broadway, Suite 412 | Vancouver, WA 98660

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