



EXECUTIVE ORDER NO. EO 03-16

WORKFORCE DEVELOPMENT

Pursuant to my authority as Governor of the State of Oregon, I find that:

Revitalizing and invigorating the Oregon economy is a high priority. To facilitate economic recovery and to keep Oregon's industries productive and competitive for Oregonians, we must ensure that a skilled workforce is available to existing businesses. Further, Oregonians require access to education and training that will keep them prepared for the jobs of the future.

The availability of skilled labor is a key factor in business location, retention and expansion. Responsive workforce education and development to match the specific skill sets required by businesses is crucial to the state's economic development and to manage major technological and structural changes in the economy.

Oregon must create a coherent and responsive workforce development strategy that is linked to economic development efforts. The state needs to better analyze and enhance the return on our investments in workforce programs meant to allow workers to compete for newly created jobs or jobs requiring enhanced skills to increase productivity and wages, and to reduce the need for public assistance. This workforce development strategy must ensure that public and private sector investments are leveraged for the greatest impact and that training programs are responsive to the needs of business, industry, and the workers.

NOW THEREFORE, IT IS HEREBY DIRECTED AND ORDERED:

1. There is established within the Department of Community Colleges and Workforce Development (CCWD) an Employer Workforce Training Account ("Account"), funded from the State of Oregon's allocation of Workforce Investment Act funds that are identified as the statewide setaside funds under section 128(a)(1) and section 133(a)(1-2) of the Workforce Investment Act of 1998 (P.L. 105-220).
 - 1.1 The Oregon Workforce Investment Board (OWIB) shall use funds in the Account to:
 - 1.1.1 Create and retain living wage jobs in Oregon;
 - 1.1.2 Build a highly skilled workforce, especially in knowledge-based industries; and
 - 1.1.3 Enhance the global competitiveness of Oregon businesses based on the skill of their workforce.
 - 1.2 OWIB shall allocate the Account as follows:

- 1.2.1 For the first year ending June 30, 2004, 65% of the Account shall be sent to state workforce regions and 35% shall be reserved at the state level; and
 - 1.2.2 For each subsequent year ending June 30, allocation shall be determined after annual review of prior performance of the goals.
2. The OWIB shall:
 - 2.1 Identify all workforce development funds from federal, state, local and private sources and maximize coordination of resources used;
 - 2.2 Encourage participation from private employers and labor organizations and make available state resources, financial and otherwise, to ensure public and private cooperation in training Oregon's workforce;
 - 2.3 Provide a consistent statewide approach to workforce development and ensure that the State of Oregon is able to respond to requests from employers and the workforce;
 - 2.4 Match workforce development resources with identified key industry sectors and coordinate with other economic development initiatives undertaken by public and private partners in Oregon;
 - 2.5 Coordinate with Local and Regional Workforce Investment Boards and other workforce, education and economic development entities to execute the actions under this Executive Order;
 - 2.6 Establish eligibility criteria for grants and set performance measures for grantees;
 - 2.7 Develop a process to create and recognize interagency Workforce Response Teams in each of the state's workforce regions;
 - 2.8 Establish a formula for distributing moneys in the Account to the fifteen workforce regions and to state level training projects;
 - 2.9 Approve statewide workforce training projects to be funded through the Account;
 - 2.10 Explore additional sources of funding for the Account; and
 - 2.11 Establish a link to representation from the Oregon Economic and Community Development Commission.
3. All state agencies directly or indirectly associated with workforce development programs and policies shall take actions to promote coordination of resources and programs to achieve the goals established in this Executive Order, including:
 - 3.1 The CCWD shall:
 - 3.1.1 Develop and adopt rules to administer the Account;
 - 3.1.2 Disburse monies and monitor dispersals under the Account;
 - 3.1.3 Assist the Governor's staff working on the strategy implementation;
 - 3.1.4 Facilitate participation of community colleges with the regional Workforce Response Teams;
 - 3.1.5 Facilitate participation of Local and Regional Workforce Investment Boards.

- 3.1.6 Facilitate participation of Title 1B providers with the regional Workforce Response Teams; and
- 3.1.7 Participate in the Governor's Workforce Policy Cabinet.
- 3.2 The Employment Department shall:
 - 3.2.1 Provide project development and implement a new website to serve as a common source for workforce training and economic development information;
 - 3.2.2 Provide labor market and industry data and analysis to guide decisions by the Office of the Governor, the Oregon Workforce Investment Board, and local and regional workforce boards and Workforce Response Teams;
 - 3.2.3 Provide staff to participate in the regional Workforce Response Teams; and
 - 3.2.4 Participate in the Governor's Workforce Policy Cabinet.
- 3.3 The Oregon Economic and Community Development Department shall:
 - 3.3.1 Determine significant business and industry clusters that will contribute to the stability and growth of the state or regional economy on an annual basis;
 - 3.3.2 Provide industry data and analysis to guide decisions by the Office of the Governor, the Oregon Workforce Investment Board, and Local and Regional Workforce Investment Boards and Workforce Response Teams;
 - 3.3.3 Enhance and leverage the Department's Strategic Reserve Fund resources with the Account;
 - 3.3.4 Provide staff to participate in the regional Workforce Response Teams; and
 - 3.3.5 Participate in the Governor's Workforce Policy Cabinet.
- 3.4 The Department of Human Services shall:
 - 3.4.1 Identify appropriate pilot projects or ways to leverage the Department's programs and resources with the Account;
 - 3.4.2 Communicate and support this workforce strategy on a local level with field staff; and
 - 3.4.3 Participate in the Governor's Workforce Policy Cabinet.
- 3.5 The Oregon University System shall:
 - 3.5.1 Assist with determining industry cluster workforce needs in an advisory role to the Oregon Workforce Investment Board;
 - 3.5.2 Provide policy advice on how to coordinate use of the Account with higher education objectives;
 - 3.5.3 Facilitate participation of universities with regional Workforce Response Teams; and
 - 3.5.4 Participate in the Governor's Workforce Policy Cabinet.

- 3.6 The Department of Education shall:
 - 3.6.1 Provide policy advice on how to link the Account to educational objectives; and
 - 3.6.2 Participate in the Governor's Workforce Policy Cabinet.
 - 3.7 To the extent permitted by law, State agency workforce partners are directed to share information about client needs within the Workforce Response Teams as part of their responsibilities in delivering comprehensive services to the business community.
4. I further order and direct the Oregon Workforce Investment Board to report to the Office of the Governor about the execution of this Executive Order, the outcomes of efforts to coordinate workforce and economic development activities and expenditures from the Account. This report shall be made by December 31st of even number years just prior to the beginning of each biennial legislative session. This report shall be submitted for the duration of this Executive Order.

Done at Salem, Oregon this 19th day of November 2003

Theodore R. Kulongoski
Governor

ATTEST:

Bill Bradbury
Secretary of State