



ORGANIZATIONAL

TECHNICAL

Leadership & Management

ORGANIZATIONAL LEADERSHIP & TECHNICAL MANAGEMENT (OLTM) ADVISORY COMMITTEE MINUTES

Thursday, February 22, 2024

10:00 a.m. - 11:30 a.m.

Don Talley Vocational Building, Room 201

Zoom: <https://lowercolumbia.zoom.us/my/universitycenter>

I. ATTENDANCE:

Present

Teedara Wolf - Training/Development, Cowlitz PUD
Dan Stahl - Port of Longview
Tabatha Steen - Core Health
Kalisha Harris - Assistant to Dean of Instruction
Tamra Gilchrist - Dean of Instruction
Michaela Jackson - Director of BAS Programs
Kat Harlan - Faculty for OLTM
Monica Seidl - CWCOG - Chair
Mark Wilson - Port of Kalama
Julie Agsten - LCC Student - Zoom
Tricia Rodman-Junker - Zoom
Jenny Smith - BAS support

II. APPROVAL OF MINUTES for 10/12/2023 -

Motion Item:

- a. Moved: Tabatha Steen
- b. 2nd Mark Wilson
- c. Minutes Approved

III. MEETING MATERIALS

Review of Meeting materials

- a. Google share drives are well utilized (sometimes too well)
- b. Approved Meeting Minutes are also available online
<https://lowercolumbia.edu/advisory>
- c. Request: Email meeting materials ahead of meetings is requested.

IV. INDUSTRY TRENDS / UPDATES

- a. Tabatha - Family Health Center:
 - i. Seeking medical/dental/SUD personnel.
 - ii. Marketing with all new job descriptions.
 - iii. Indeed is the job search provider.

- iv. LCC is used for SUDs.
- b. Mark - Port of Kalama:
 - i. There hasn't been a lot of demand for employees, but some exist. It is hit and miss, and the ones that pay well are more in-demand than low-paying positions.
 - ii. Staff sometimes prefer non-management positions. There is stress connected to management and HR positions.
 - iii. Mentoring may be a way to prepare them for a new role.
- c. "New Market" was a unique proposition
 - i. Recruited within 100 miles of Kalama.
 - ii. Entrepreneurs were sought.
 - iii. For all but one, this is their first store front.
 - iv. A training program was provided (7 classes over 13 weeks). It included permits, accountants, setting up books, and forecasting a growth plan. The program helped a lot.
 - v. The selection process was similar to shark tank. Out of 25, 8 made it through.
 - vi. One distillery owner is going to be coming in without training, and recruiting now is restaurants for the 2nd floor.
 - vii. Those who were not selected have an option to refine and re-submit. McMenamins has concerts that drive visitors.
 - viii. Enterprise for Equity brings people through business courses and they have a revolving loan fund so as it gets paid, they can get entry costs covered for the next enterprise. It's coming to Cowlitz.
 - ix. SCORE is good and the mentor component is good. Forward thinking is enhanced by SCORE (a training program). One of the presenters was an older mentor that shared his experiential opinion about the process. Another person from SCORE had a social media background. Timeless versus trendy was a worthy contrast.
 - x. As a college, we are regularly evaluating to maintain relevancy. We appreciate the specific content that our partners can share because business is continuously evolving.
- d. Dan - Port of Longview:
 - i. Employers are regularly seeking qualified "local" talent.
 - ii. In the office there has been some turnover.
 - iii. Promotions from within have been happening.
 - iv. Quality HR is important because longevity at the ports is a given.
 - v. Retention of quality mid-level workers and directors is a priority.
 - 1. Leadership coaching as succession planning is a retention strategy.
 - 2. Leadership coaching is happening in-house.
 - 3. Professional leadership coaches were offered as an option (but not a requirement). There has been interest.
 - vi. Projects: 5-yard line for biggest project ever. There is going to be a port rail corridor expansion. Property purchase to bring in additional rail is in negotiation. Elected officials can create opportunities to be better communicators. Planning and intentional communications are addressed at staff meetings now.

- vii. How can LCC help? Can we offer training to prepare leaders with these types of discussions? Maybe we could partner with employers offering their incumbent leaders shorter term training options?
- e. Teedara: Cowlitz PUD -
 - i. 2 positions are hard to fill due to the job title. Standards Engineer closes on Sunday. Planning to get an engineer 1 person to train and move up.
 - ii. Distribution Designer doing overhead design is a specialty that nobody will know how to do until they are trained.
 - iii. Recently posted Business Intelligence Analyst had 40 applicants
 - iv. A Representative position had 100 applicants
 - v. In 5 years, on the union side, many are retiring. Average years of service used to be 15. Now it is 9 years. Retention questions arise like
 - 1. What can we do for those who would like to grow and have gone through a lineman apprenticeship?
 - 2. How do we help them to the next level?
 [This data across industries would be interesting]
- f. Tamra Gilchrist recommendation: There is a degree option called multi-occupational trades.
 - i. Some colleges have adopted it to recreate standards for apprenticeships.
 - ii. We are in the process of synchronizing trade apprenticeships to complete associate degrees that feed into BAS training.
 - iii. Looking ahead, would short term certificates be helpful? Often financial aid won't be available, but employer compensated training may be a win.
 - iv. Short certs will be explored because each company may have relevant and impactful variations in demand.
- g. Monica Seidl: Cowlitz Wahkiakum Council of Governance
 - i. Small business, succession planning, leadership.
 - 1. 40% of the population is going to be over 60 in the next 4 years.
 - 2. 85% of business owners don't have a succession plan.
 - 3. Succession Plan: Things to consider
 - a. Manthe decided to close versus succession planning. It is time-consuming and you have to find entrepreneurs
 - b. Start today if you want to leave the business.
 - c. Your intelligence of your business has value, but the assets need to be understood.
 - d. Conversations need to happen early for the purpose of investing in being an owner.
 - e. Creating the vision needs to happen.
 - f. A course is being created to "start your own business" 6-week course. From permits to business plan to legal authorization.
- h. Discussion about Growing our Own and Local Retention

Mark: When kids graduate from college, they often don't come back.

Teedara: One applicant asked if he should remove a masters from his resume to get a foot in the door? He felt like he had to be a good ole boy to get a job in Cowlitz County.

Michaela Jackson: The foundations of a strong community are what bring students back. Quality of place has an impact on returns.

Reinvention of self is one of the reasons to leave.

Internships allow students to get into the community and build and improve their opportunities locally.

Monica: OLTM students - What fields do our grads work in? Knowledge of fields/directions would allow us to get students connected.

V. OLTM UPDATES

- a. Michaela Jackson/Tamra Gilchrist - Grad breakfast with the advisory committee is used elsewhere. Can we do it here? After Hours is another way we currently connect student grads with employers and strategies for connection.
- b. One of the barriers for Leadership and Management students was sticking to a rigid schedule. We have been building in flexibility over the years. The current model reduces barriers for many with modality flex.
- c. Faculty Update: Justin Core will be leaving LCC at the end of March. He will hopefully be back for graduation. We won't be seeking a full-time position for probably a year. In fall, we may have a position opening.

VI. OUTREACH/RECRUITING

- a. Cohort 4 is recruiting. We have open applications right now. Students traditionally wait until it is almost time to start. Our marketing department on campus shares on LCC platforms.
- b. Workforce, WorkSource and other hiring entities could be a good place to deposit flyers. If there are fairs and events coming up, please let us know. Podcasts are a way to target using geofencing. Comcast has opportunities to do that. College 101 is one of the ways we info-share what a bachelor degree is, and what it offers.
- c. We would like both employers and employees to feed the OLTM Advisory. A finance person that would have great input is currently being sought. If we can get members from the trades that we train to, it would help us diversify how we review curriculum.
- d. Our advisory committees are not required to have three meetings. But it is endorsed to a degree. Two is an option.
- e. Recast your City: A cohort under COG is for the city. Wahkiakum Port just opened small-scale business manufacturing for showcasing home based business. We want to help them come into shared spaces and fill empty locations. They are seeking a good location for training. Spring symposium similar to 40 for 2020 for Cowlitz and Wahkiakum.

VII. NEXT MEETING

April 18 at 10 a.m. – [Changed to May 16, due to conflicts]

Monica (Chair) will be out from April 11 through May 18.

Would a Vice Chair be willing to volunteer?

Tricia Junker volunteered following the meeting.

Action Items:

Explore short certificates within the BAS program

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