

Abstract

The Greening of Oregon's Workforce

The Oregon Employment Department (OED), in partnership with the Oregon Workforce Investment Board (OWIB), Oregon Department of Community Colleges and Workforce Development (DCCWD), Oregon Career Information System (CIS), Oregon community colleges, and other workforce, education and training entities, proposes to implement the *Greening of Oregon's Workforce* so that Oregon's workers and employers, and national partners, will readily be able to access accurate and relevant information regarding the green economy, green jobs and job openings.

The project serves the State of Oregon. Oregon's economy has been one of the hardest hit by the recession. The state's unemployment rate was 12.2 percent in May and June 2009, among the top three in the nation. However, even within the context of these major economic losses, Oregon is leading the nation in terms of green jobs. Oregon has an estimated 51,402 green jobs in 2008, and employers project the number of green jobs will grow 14 percent between 2008 and 2010. Oregon's initial green jobs survey provided an initial overview of the value and workforce impact of green jobs in Oregon's economy. The proposed project will allow Oregon to "dig deeper", to develop data usable by workforce and training providers and by job seekers and employers, in order to provide the career guidance, education and training, and public policies that assure skilled workers are ready to enter these jobs, and that support Oregon's economic recovery.

The project has four main components:

- 1) it builds on Oregon's recent green jobs survey – an almost-unique capability, as Oregon is, at the time of writing, one of only three States in the nation to have completed such a survey -- to get detailed information on green occupations and industries of particular interest, including in-depth skills study of specific green occupations, employment analysis of companies in specific green sectors, and a survey of self-employed and agricultural workers in green jobs;
- 2) it disseminates the data widely, through a) direct labor market information including 10 stand alone reports, 12 special green jobs-related articles, brochures distributed to more than 20,000 recipients, articles in publications with a total distribution of 200,000, presentations, posting on websites, the OED blog and Twitter; and b) a strong focus on making that information usable for developing training programs and for career planning, including through job files on identified green jobs in Oregon CIS, development of five to seven Career Pathways at all Oregon community colleges, and 30 WorkKeys profiles of at least 10 different occupations.
- 3) it creates a community college Green Training Performance System, which will track student outcome data for students in programs preparing for green jobs, assuring that the "green skills" identified and taught are actually those needed by employers.
- 4) it invests in system information and infrastructure that will have long term benefits, including incorporation of AutoCoder and Green Jobs Extractor into the WorkSource Oregon Information System, to provide more complete information about available green jobs and an avenue for researching employment trends in green jobs.