

Vitality



Transforming health care in rural Oregon

New medical facility in Klamath Falls trains doctors, other health care professionals

The grand opening of the \$50 million Sky Lakes Collaborative Health Center in Klamath Falls celebrated much more than the completion of a successful building project. The December event marked the launch of a new way to educate medical professionals that community leaders hope will transform the face of rural health care.

The health challenges faced by rural Oregon are well known: Although more than one-third of residents live in rural communities, only about 10% of physicians practice there,

leaving many areas without any primary care providers. Transportation and geography create barriers to existing care. Significant health disparities are well documented in rural Oregon, where adults are 36% more likely to report their health status as fair or poor than are adults in urban areas.

The Sky Lakes Collaborative Health Center, a partnership of Sky Lakes Medical Center and Oregon Health & Science University, is tackling that complex problem head on, by training doctors and other health care professionals in the areas that need them most — rural Oregon.

The health center, besides bringing all Sky Lakes primary care under one roof, offers expanded training opportunities for medical providers interested in rural health, with the ultimate goal of boosting the number of health care workers who stay in rural Oregon to practice. “The intent when this is all done is to have essentially all students in all colleges do a rural rotation,” says Paul Stewart, president

Continued on page 12



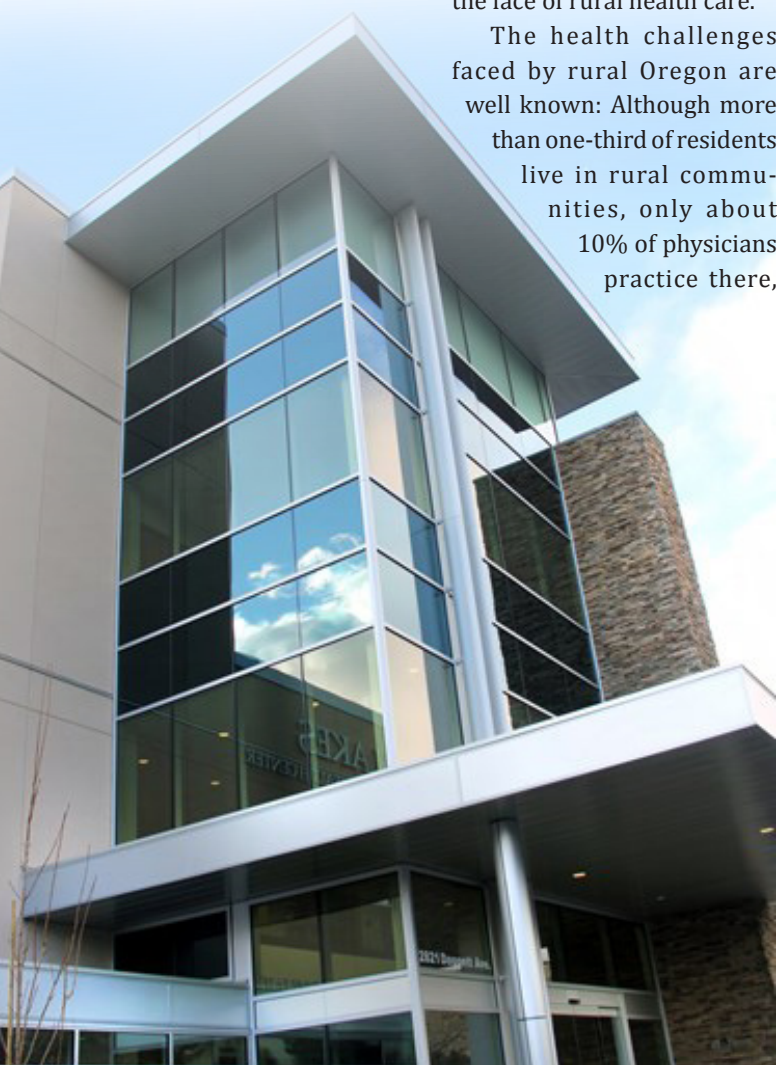
Ford Scholar. See page 11.

I N S I D E

- U.S. Census:** Fair, accurate count critical for safety-net needs **2**
- Transfer Students:** Report offers insights..... **4**
- Parenting:** Education for parents shows results..... **6**
- Truckers:** Shortage could slow the economy..... **8**
- Scholar:** Interest in politics sparked in high school **10**
- Select Books:** Resources available at no charge **11**
- Visual Arts:** New senior adviser announced..... **13**
- Buen Vecino:** Elevating community voices **14**
- Book Review:** *Creating Compassionate Kids* **16**

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See page 11.



Sky Lakes Collaborative Health Center, Klamath Falls

PHOTO: COURTESY OF SKY LAKES MEDICAL CENTER



The last issue of *Community Vitality* featured the story of how the Southern Oregon community of Eagle Point is rebuilding Butte Creek Mill, a historic icon heavily damaged by fire on Christmas Day 2015.

The story appeared before a national audience last October, when the popular television show *American Pickers* featured Butte Creek Mill in its “Out of the Ashes” episode.

The episode follows *American Pickers*’ hosts Mike Wolfe and Frank Fritz as they tour the mill with former owner Bob Russell. The show has prompted donations from across the country to help fund the \$2.5 million reconstruction project, according to community members involved in the project.

“Out of the Ashes” is available for viewing on the History Channel website: <https://www.history.com/shows/american-pickers>

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For the first time in the census’ 230-year history, households will be able to participate in the federal questionnaire by using a computer, tablet or phone.



Everyone counts in Oregon

Fair, accurate count critical for meeting safety-net needs

Welcome to the year 2020, a year ending in zero — that means it’s time for the census. Required by the U.S. Constitution, the census has been conducted every decade since 1790. But this year is different. The census is headed for some big changes and a lot of people are working hard to make sure Oregon communities benefit.

The census determines congressional representation, federal funding allocation, and

provides organizations with critical data to inform strategic decision making. Without a fair and accurate count, Oregon stands to lose billions of dollars in infrastructure and social safety net support that Oregon communities need, leaving a funding gap that will be difficult to fill. With an accurate count, all Oregonians win.

“This year we are anticipating some challenges we’ve never faced before, and it’s critically important that we address bar-



Kasi Allen

riers for Oregon’s hardest-to-count communities,” says Kasi Allen, director of Learning and Knowledge Management for The Ford Family Foundation.

A dedicated group of agencies and organizations have been working for years to respond to the Census 2020

Oregon stands to gain increased federal assistance and an additional congressional seat with an accurate count.

challenges. The Census Equity Funders Committee of Oregon is a collaborative of philanthropic organizations, including the Foundation, working in partnership with local and state agencies to reach “hard to count” communities for the 2020 census.

What is changing? For the first time in the census’ 230-year history, households will be able to participate in the federal questionnaire by using a phone, tablet or computer, which raises citizen concerns over cyber security and reinforces a digital divide when almost 20% of Oregon households do not have broadband internet.

Many key safety-net programs are funded via census data, including school lunches, Section 8 housing, medical assistance and more.

Other challenges include:

- Reductions and delays in federal funding, creating a lack of critical infrastructure needed to support the count
- Fears among immigrants due to political and social dynamics
- Increasing public distrust of government
- Concerns regarding security of personal and online information

In addition, there was a very public debate over inclusion of a citizenship question, politicizing the census and instilling fear in communities of color. About one in nine Oregonians live with at least one non-citizen, and almost 80% of those who live with a non-citizen are people of color.

CEFCO is partnering with public agencies to implement the Hard to Count Campaign, which supports coordinated, locally relevant engagement, including door-to-door, community-based outreach and communications.

Hard-to-count communities are a demographic group that is at risk of not being counted in the census and may require costly follow-ups to ensure they are counted. The hard-to-count population includes young children, renters, immigrants and people of color. Southern Douglas County is considered one of

the hardest-to-count areas in the United States. In 2010, only 66.2% of the area’s households responded to the initial questionnaire.

Many key safety-net programs are funded via census data, including SNAP (Supplemental Nutritional Assistance Program), school lunches, Section 8 housing, Head Start, Pell grants, short-term rental assistance, and medical assistance programs.

According to the Census Bureau, Oregon’s population has grown by 8.1% since 2010. If the current population estimates hold, Oregon stands to gain increased federal assistance and an additional congressional seat with an accurate count.

“The census is much more important than most people realize,” Allen says. “The 2020 changes are challenging, but we have the tools to respond. Each one of us needs to do our part because ensuring an accurate count in Oregon benefits all of us.” ■

In mid-March, homes across the country will begin receiving invitations to complete the 2020 Census. Once the invitation arrives, you should respond for your home in one of three ways: online, by phone, or by mail.

- ✓ Fill out the forms – ONLINE if possible. Request a paper copy if needed.
- ✓ Encourage others to do both of the above.
- ✓ Consider serving as a census worker.

www.census.gov.

Report documents supports, challenges for transfer students

Oregon's higher-ed institutions can play a positive role

The Transfer Opportunity Program (TOP) at Umpqua Community College was a lifeline for first-generation college student Sierra Miller. TOP advisers directed her to scholarship opportunities, assisted her with class registration and helped her navigate an unfamiliar world.

"If I hadn't been accepted into TOP, my college experience would have been more difficult, since I didn't initially understand the overall process," Miller says. In 2015, after receiving her Associate of Arts Oregon Transfer degree, she was accepted into a four-year university.

"My college transition was smooth due to TOP's guidance and the resources they connected me with," Miller says. "All of my credits transferred over without a problem."

The goal of the research is to highlight policies and practices that could help contribute to strong transfer outcomes for Oregonians.

— Denise Callahan
The Ford Family Foundation



Sierra Miller transferred from Umpqua Community College to a private four-year university, but financial concerns interfered with the completion of her bachelor's degree.

Community colleges can offer a cost-effective and convenient option for both traditional and non-traditional students.

Yet even with comprehensive support systems, challenges remain. According to recent data from the Higher Education Coordinating Commission, only 63% of community college transfer students complete a bachelor's degree. The reasons range from the financial impacts of lost credits to a lack of support in managing the transition.

Miller cites financial reasons for not completing her bachelor's degree. Despite her transfer to a four-year university with high hopes and a nearly 4.0 GPA, she left school with just one term to go.

In an effort to explore both the supports and challenges en-

countered by transfer students, The Ford Family Foundation commissioned a collaborative research project.

"We wanted to raise up examples of the positive role

Oregon's higher education institutions can play in the state's transfer landscape," says Denise Callahan, the Foundation's director of Postsecondary Success. "The goal of the research

NEW SCHOLARSHIP FOR TRANSFER STUDENTS

Recognizing that community college transfer students have unique needs, The Ford Family Foundation is adding a new scholarship program in 2020: **Ford Transfer Scholars Program**. The new scholarship is designed for community college students ready to transfer as a junior to a four-year college.

The scholarship joins four other scholarship programs that the Foundation offers. Each program targets different college-bound individuals: Ford Scholars for graduating high school seniors; Ford Opportunity for single parents; Ford Restart for adults, age 25 or older; and Ford Sons and Daughters for dependent children or stepchildren of Roseburg Forest Products Co. employees.

The Ford Transfer Scholars Program is a variable, need-based award of up to 90% of the recipient's unmet financial need. The scholarship will be offered beginning in the 2020-21 application year (applications open Nov. 1, 2020). ■

is to highlight policies and practices that could help contribute to strong transfer outcomes for Oregonians."

Supporting Transfer Student Success in Oregon: Lessons from Oregon Community Colleges and Universities, published in 2019, highlights policies and practices at six Oregon community colleges and universities in Oregon. These case studies document promising practices and effective strategies for supporting transfer students.

The report identifies advising systems as the foundation of a successful transfer program. When advising is provided along a coordinated continuum, from community college entry to university degree completion, transfer students are more successful.

Other features of a strong transfer culture include data use and clear transfer pathways. Transfer-specific student supports include personalized advising, programming and spaces which help students build a sense of belonging; online tools to support self-advising; and flexible financial aid and scholarship processes. Case studies in the report document many successful practices at the highlighted two- and four-year institutions.

Recommendations from the case studies:

- Invest in and continue to refine technology tools aimed at improving the credit transfer and degree audit process. Accurate online tools should

be easily accessible to students at all stages of their journey.

- Invest in more supports for transfer students, including advisers, training, financial aid and programming. Ongoing training should be conducted to help faculty advisers understand transfer students' needs.

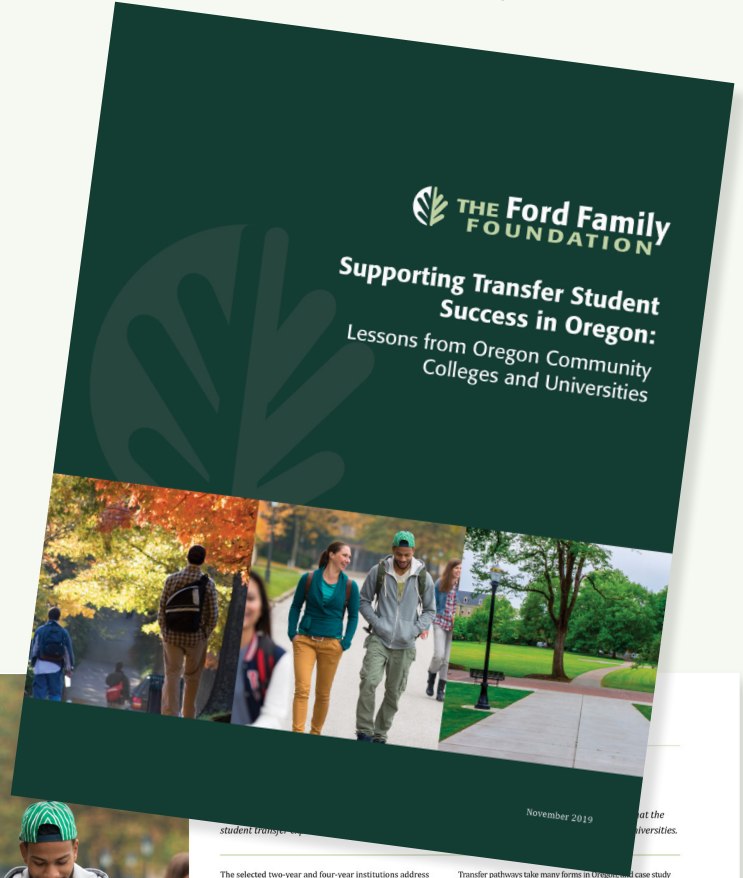
- Develop and maintain partnerships across the state to support transfer agreements. Existing agreements should be maintained, new pacts developed and transfer pathways should be strengthened.

The report highlights that community college students have different needs; in response, The Ford Family Foundation is adding a new scholarship for transfer students to its suite of scholarship programs (see sidebar).

"We hope that Oregon's public institutions both see themselves in the findings and learn about new practices, policies and strategies that may provide opportunities to en-

hance their current work," Callahan says. ■

Supporting Transfer Student Success in Oregon: Lessons from Oregon Community Colleges and Universities can be downloaded for free at www.tfff.org/TransferReport.



The selected two-year and four-year institutions address transfer in their missions and policies in a variety of ways and consistently cited the following features as key to a strong transfer culture: data use, advising systems, and clear transfer pathways, broadly defined as approaches that streamline the experience of transferring from a two-year to a four-year institution. Although no institution had all three features in place, many were actively investing in transfer students, and all had the desire to improve outcomes for their prospective and matriculated transfer students. In addition, all three universities were hiring transfer specialists, investing in more programming for transfer students, and studying the needs of prospective and matriculated transfer students to identify and begin to remove barriers to bachelor's degree completion.

Transfer pathways take many forms in Oregon and case study participants reported that three common conditions contribute to clear transfer pathways: communication and collaboration between community college and university faculty members, investments in technology related to credit transfer and degree audit, and external and/or internal processes to grow degree programs and improve student outcomes.

Staff and students also commonly cited the following transfer-specific supports as key to transfer student success: personalized advising, transfer-specific programming and spaces, clear online tools to support self-advising, and flexible financial aid and scholarship processes.

Findings from the case study sites also pointed to three broad recommendations related to supporting transfer student success:

FEATURES OF A STRONG TRANSFER CULTURE <ul style="list-style-type: none"> Data Use Advising Systems Clear Transfer Pathways 	TRANSFER-SPECIFIC STUDENT SUPPORTS <ul style="list-style-type: none"> Personalized Advising Programs and Community Spaces Online Tools for Self-Advising Financial Aid and Scholarships
ELEMENTS OF CLEAR TRANSFER PATHWAYS <ul style="list-style-type: none"> Consistent Collaboration Between Institutions Credit Transfer Technology Focus on Student Success 	

Supporting Transfer Student Success in Oregon is available as a free PDF. Download the publication at www.tfff.org/TransferReport.

Parenting education shows results

More funding, more programs point to parenting group's success

In Wallowa County, parenting educators offer a variety of public safety classes around bike helmets, winter sports, life jackets and fire prevention, as they step in to cover the hole in services left when the county's health department shut its doors.

In Yoncalla, families rub elbows in the community kitchen as they take turns preparing meals for fellow attendees of a 12-week parenting course, facilitated by trained community members.

In Baker City, moms in a residential treatment center share lunch before they go to class to learn strategies to manage parenting challenges. They finish each of the sessions in the 10-week course with a crafts-making class, where they create gifts for their children.

Those are just three faces of parent education in Oregon and Siskiyou County, Calif., all

OPEC is the statewide eye that gets to see local experts, learn from them ..., and get that across the state so we can all benefit.

— Shauna Tominey



Moms pose with fabric blocks they made for their children at an OPEC-funded parent education series.

of them dedicated to providing high-quality evidence-based parenting education — and all part of the Oregon Parenting Education Collaborative.

OPEC celebrates its 10th anniversary this year. It was launched as a partnership between Oregon State University and several private foundations (The Oregon Community Foundation, The Ford Family Foundation, Meyer Memorial Trust and The Collins Foundation) to create a statewide infrastructure to support parenting education and expand access to evidence-based, culturally responsive programs.

Research has shown that parenting education provides a host of benefits for parents, caregivers, children and families. Classes give parents the confidence they need to knowledgeably raise children, while

improving parental mental health and well-being. Parent education has also been shown to reduce the risk of child abuse and neglect by encouraging positive practices, and children whose parents participate in these programs demonstrate improved behavior.

“OPEC brings partners together around parenting education to collaborate, learn from one another’s struggles and successes, and leverage resources so that families can benefit,” says Shauna Tominey, OPEC’s state coordinator and an assistant professor of prac-



Shauna Tominey

tice and parenting education specialist at OSU.

As it marks the end of its first decade, OPEC celebrates the development of a network that nearly covers the state. It features 16 hubs that deliver and coordinate programming in 35 of the state’s 36 counties, as well as in Siskiyou County, California.

Over the last 10 years, OPEC has built an infrastructure that melds the efforts of strong and promising community initiatives from throughout Oregon into a collaborative model that leverages and supports individual efforts for the betterment of all youth in the state. More than 55,000 parents and children have participated in an OPEC activity and more than 3,000 have attended its cornerstone parenting series. As OPEC’s infrastructure has continued to grow and mature with support from foundation partners, the opportunity for private-public

partnership has become a reality. Oregon’s Student Success Act includes \$1 million annually to expand parenting education services to families with young children. In addition, Oregon Department of Human Services has partnered with OPEC to expand programs to families with older children and teens (see sidebar).

Each hub works with partner organizations in their communities to support a variety of multi-week evidence-based parenting education curricula, as well as single event workshops and family activities, with some offering home visits. The programming is tailored to the region’s needs, but commonalities abound. Curriculum is evidence-based and offered free or at low-cost to families. Events often offer childcare, activities and meals. “We are striving to

break down barriers families face to participate,” Tominey says. “We want all families to have access to parenting resources and supports.”

Normalizing parenting education

One of the unique aspects of the OPEC model is its focus on group-based parenting education, designed to build community in a way that breaks down barriers and brings people together.

“Coming together to share parenting joys and learn strategies to tackle parenting challenges creates community that lasts beyond a class,” Tominey says.

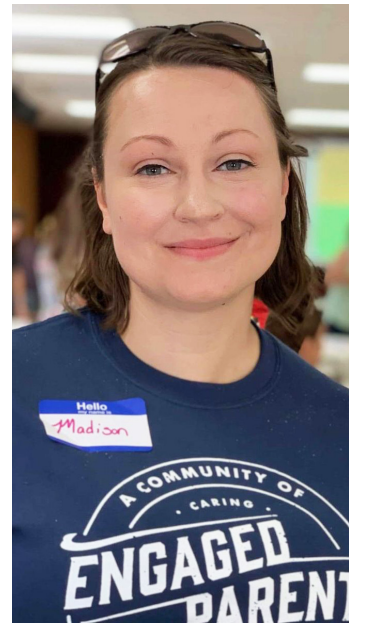
“At a time in our society when there is so much that can divide us, the love we have for our children can bring us together. We want to normalize parenting education and take away the stigma. Going to a parenting class helps us be the parents we want to be—it’s something we can do for our-

selves, for our children, and for one another.”

In Yoncalla, parenting education has become an accepted — even anticipated — part of the community structure. Coordinator Erin Helgren attributes that partly to the model it has adopted of training facilitators from the community rather than bringing in professionals from outside.

“Our goal is to create a cadre of parenting educators who are embedded in the community, that people already have relationships and a trust with,” Helgren says. One of the first facilitators was a local sheep farmer. Since then, several parents and community partners have undergone facilitation training.

“For remote rural communities, I really do consider high-quality parenting education as being a mental health strategy,” says Helgren. “And in a state that really struggles with meeting the behavioral health



Madison Kokos, a parent advocate, has been instrumental in leading the Yoncalla Engaged Parents. The group has been active for five years.

needs of residents, I think that investment in parenting education is powerful. I know it’s the longest and most successful strategy we’ve ever had in engaging parents.” ■

Program focuses on teens

OPEC programming has traditionally been aimed at early childhood, but a new partnership with the Oregon Department of Human Services is expanding its parenting education in a new direction as it addresses a need to educate families with older children. Last year, DHS granted OPEC \$3 million to leverage its network and expand programming for older children, teens and their caregivers, and to provide training for program leaders.

OPEC hubs recently com-

pleted regional training in facilitation skills, and programs are rolling out across the state. In Yoncalla, the parenting teen class involves both parents and teens, who will begin class with dinner. They will then meet in separate rooms and come back together for an activity that involve teens and parents.

“Parents work multiple jobs and teens are very busy,” Helgren says. “I see it as creating a space for parents and teens to have critical conversations and relate to each other.” ■



The Oregon Department of Human Services granted OPEC \$3 million to expand programming for older children, teens and their caregivers, and to provide training for program leaders.

Collaboration works to address trucker shortage

Public, private, charitable entities step up to help fix the problem

Two years ago, Susan Buell set out to identify needs for businesses in the Umpqua Valley. Over several months, the Umpqua Training & Employment president met with nearly 30 businesses in all sectors of the economy. She found that nearly all of them had a need for qualified workers, but one industry in particular faced a dire shortage. “There was an acute need in the trucking industry for drivers,” she says. “Really acute.”

National statistics bear that out. In 2018, the already alarming deficit of 50,800 drivers

It takes all the people like us who have resources around the outside, and allows industry to say, this is what we need, how can you guys help us.

—Kyle Stevens
Executive Director,
Southwestern Oregon
Workforce Investment Board

swelled by more than 10,000 from a year earlier, according to a study by the American Trucking Associations. But that’s just the beginning; the U.S. trucker shortage is expected to more than double over the next decade as the industry struggles to replace retiring drivers.

It’s a scenario that keeps Andy Owens up at night. “Nationwide, more than 70% of goods travel by truck, but here in Oregon, that number is closer to 80%,” says Owens, CEO of Glendale’s A&M Transport and a pivotal force behind several recent initiatives to train more drivers. “Eventually the economy is going to take off and go, but by 2023, we are going to be short north of 100,000 drivers nationwide. If a driver picks up a shipment every three days, that’s 33,000 shipments a day that could be potentially affected and not delivered to the customer on time.”

“Putting it all into context, all arrows point to that shortage slowing the economy down.”

Innovative model

In Oregon, the situation is bringing industry, education and economic groups together through an innovative collaboration model. With the NextGen Sector Partnerships strategy, business-led groups work with a variety of community partners,



TRUCK DRIVER SHORTAGE ANALYSIS 2019
ATA
AMERICAN TRUCKING ASSOCIATIONS

In 2018, the already alarming deficit of 50,800 drivers swelled by more than 10,000 from a year earlier, according to a study by the American Trucking Associations.

such as Umpqua Community College, to solve critical issues. “The sector partnerships are when business people tell us their needs, and we figure out how we can meet them,” Buell says. “It’s a different way of trying to solve a problem.”

“It lets industry drive the conversation from the center of the table,” explains Kyle Stevens, executive director of Southwestern Oregon Workforce Investment Board, which administers state and federal dollars in the region. “It takes all the people like us who have resources around the outside, and allows

industry to say, this is what we need, how can you guys help us.”

“Last fiscal year,” Stevens says, “SOWIB, in partnership with South Coast Business Employment Corporation, invested \$126,000 in Commercial Driver’s License training in Douglas County. Adding 100 great family-wage jobs to Douglas County benefits the entire community.”

In the Umpqua Valley, identification of the driver shortage led to the establishment of the Umpqua Valley Transportation Sector Partnership. A similar effort, the Rogue Transportation and Logistics Partnership, has formed for Jackson and Josephine counties. Other efforts addressing the driver issue are also springing up around the state, such as Tillamook Bay Community College’s truck driver training program, and upcoming training offered in Prineville through Baker Technical Institute.

Industry partners in the Umpqua Valley Transportation Sector Partnership first identified top needs: putting a mechanism in place to help pay tuition for the non-traditional students it hoped to attract; upgrading the aged fleet used by UCC to

train its students; and developing a promotional campaign.

That’s where the partnership comes in. Instead of expecting UCC to take on the tuition issue by itself, for example, the group reached out to all sectors. It collected financial support from private foundations, including The Ford Family Foundation, the county industrial development board, and finally, scholarships from industry itself.

Now, as UCC works to attract non-traditional students — veterans, women and people who need a second chance, for example — it can offer a powerful incentive.

“It’s always about how the community wraps around the problem,” Buell says. After industry leaders identified updated equipment as a priority, the partnership went to the

The UCC Foundation raised \$60,000 at its annual gala to help buy new trucks for the program.

college to find out what it could do to buy new trucks. In 2018, the UCC Foundation decided to raise the money through its annual gala, which brought \$60,000 into the coffers.

Owens was then able to leverage his industry connection with Daimler/Freightliner to obtain a “two for one” deal, where UCC purchased one truck with the Gala proceeds and Daimler donated one.

In all, about \$464,000 was raised through grants, donations and the gala for the Douglas County project, not counting the donated truck.

“Every community partner stepped up to do something — public, private, two different foundations — all of them working toward fixing the problem,” Buell says.

The results are already apparent. The truck driving project has been funding students for more than a year and a half, with 53 graduating to date. “Our goal at UT&E was to serve 70 people, and we are over 100,” Buell says.

UCC has been offering truck driver training for more than 20 years. The extra funding is welcomed. “We trained 73 truck drivers last year and will prob-



As the first female driver hired by Umpqua Dairy in Roseburg, Jessica Luttrell is part of the collaborative initiative to attract non-traditional students into the truck driving industry.

ably exceed 80 this academic year,” says Robin VanWinkle, the college’s director of Community & Workforce Training. “Students have multiple funding options, including self pays, veteran benefits, SOWIB funding via South Coast Business, vocational rehabilitation and WorkSource Oregon funds. Many of these funding entities work with each other to cover as many students as possible.”

After seeing his work on the partnership pay off in the Umpqua Valley, Owens, whose business in Glendale straddles the county line, says it was time to make it work in the Rogue Valley region. The new Rogue Transportation & Logistics Partnership has been successfully launched. “We’ve already pitched the tuition idea to the

economic development board and things are moving along,” he says. “It’s really encouraging to see what is going on all over the region.” ■

Tuition assistance available for UCC Truck Driving School

The Umpqua Community College Professional Truck Driver four-week certification program covers log books, trip planning, and hours of service. Classwork is followed by behind-the-wheel driver training. **Tuition assistance is available.** For more information: www.umpqua.edu/commercial-truck-driving, or call (541) 440-4668. ■



Interest in politics sparked in high school

Despite address in Washington, D.C., Oregon is home for Ford Scholar

Liz Hill's bright trajectory into the realm of government and politics all started in her Coos Bay high school. With the encouragement of then-high school principal Arnie Roblan, Hill took her first trip to Salem as part of Marshfield High School's Youth in Government program. There, she spent a week in the Capitol participating as a mock member of the Oregon Legislature.

Her interest in politics sparked, she soon ran for student body president. "Arnie encouraged me and gave me a lot of support," she remembers, some 15 years later. "I won and that really started my involvement in the political realm."

Willamette University

After graduating from Marshfield in 2004, Hill returned to Salem — this time as a Ford Scholar at Willamette University, just across the street from the Legislature. That year, Roblan won his seat as Coos Bay's state representative. Soon, Hill was serving as Roblan's intern, and by the time she was a junior, working for him full time.

"That really opened my eyes to how impactful politics and government can be on communities," Hill says. "I became really interested in how I can help the community I grew up in from a policy perspective. That's when I learned you can do this role



Liz Hill, Ford Scholar, Class of 2004, works in Washington, D.C.

in the Oregon Legislature, and later on, in D.C."

The effect of politics on Oregon's rural communities became quickly apparent to Hill after she began working as a staff assistant to Jeff Merkley when he became a U.S. Senator. "I drove him around to all 36 counties in Oregon and attended all the meetings that were part of that," she says. "I sat there, a fly on the wall, as he was just starting out and learning about the issues outside the Portland area."

A year later, Hill went to Washington, D.C., to work as Merkley's aide, a pivotal career move she says was in part possible because of her scholarship.

"I was really excited to be able to go," she says. "I didn't grow up with a lot of money and

reelection campaign, returning to Merkley's office to oversee appropriations work.

"I saw appropriations as a way to bring money back to Oregon, to bring federal dollars back to the communities in a meaningful way," she says. She expanded that interest when, in 2015, she moved over to the House of Representatives to fill the brand-new position of director of Northwest Policy for ranking member DeFazio, focused on making sure communities in the region got the money they needed for transportation and infrastructure.

In August of 2018, Hill was appointed as the Democratic staff director of the Railroads, Pipelines and Hazardous Materials Subcommittee.

Although her address is in Washington, D.C., Hill still considers Oregon her home. She was married in 2016 in Coos Bay to Roseburg native Matt Hill, currently the executive director of Douglas Timber Operators.

The pair met several years ago in the Capitol, where Matt Hill was working as a lobbyist.

"We worked together for a few years, and discovered how much we had in common — working for rural communities dependent on natural resources," Hill says. They have a 1-year-old son, Noah.

"I've been very fortunate to be in the position I've been in for the last 15 years or so, with people, like Arnie Roblan, encouraging and pushing me all the way," she says. ■

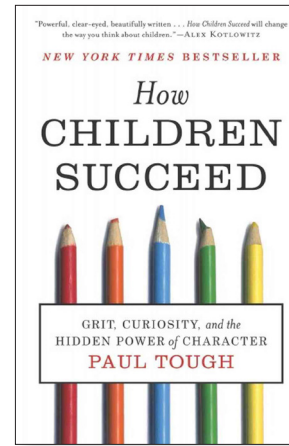
I saw appropriations as a way to bring money back to Oregon, to bring federal dollars back to the communities in a meaningful way.

—Liz Hill

living in D.C. costs a lot. Because I was not strapped with student loans, I could. You don't see a lot of rural kids from Oregon come to D.C. It's just too expensive."

Hill took a break from her work in Merkley's office in 2012 to come home to Oregon, where she ran Peter DeFazio's

PHOTO: COURTESY OF LIZ HILL



Resources offer insights

A book about how children succeed. An inspirational look at how to make a positive difference. A step-by-step guide to winning grants. These and other resources are available through Select Books from The Ford Family Foundation. We provide these books at no charge to residents of Oregon and Siskiyou County, California.

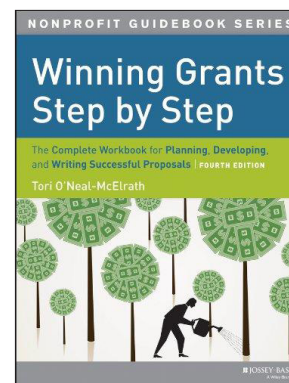
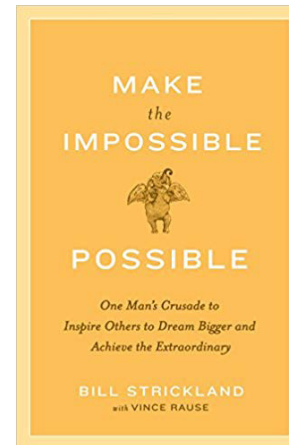
Keep them, share them. The only requirement is providing us with your feedback on the publication ordered. Here are three books on the Select List:

How Children Succeed: Grit, Curiosity, and the Hidden Power of Character by Paul Tough, 231 pages. ©2012. Character, not smarts, makes children successful, argues Paul Tough. The good news is that character can be taught. Tough tells us how in a series of engaging real-life examples that offer insight into how to improve the lives of children.

Make the Impossible Possible: One Man's Crusade to Inspire Others to Dream Bigger and Achieve the Extraordinary by Bill Strickland, 204 pages. ©2009. This inspirational book showcases the lessons learned by Bill Strickland as he worked with disadvantaged children and adults in Pittsburgh, Penn., through the jobs training center and community arts program he founded. Strickland writes: "...my mission

is to turn people's lives around." How does he do that? He tells us in 200 highly readable pages.

Winning Grants Step by Step: The Complete Workbook for Planning, Developing, and Writing Successful Proposals by Tori O'Neal-McElrath, 128 pages. ©2013. This user-friendly workbook guides the reader through the basic grantwriting process. It is modeled on creating proposals for program funding and can be adapted easily for general support. The book argues that a grant proposal must clearly present a well thought-



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Two ways to read

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Sky Lakes

Continued from page 1

and chief executive of Sky Lakes Medical Center.

The advantages of such a model have far-reaching implications. “Any experience in working in an underserved area changes the individual in such a way that they care more for the underserved in whatever setting they are working in,” says Joe Robertson, the retired OHSU president whose leadership



Joe Robertson



Paul Stewart

was critical in planning the project. “They will likely be in positions of leadership as it relates to healthcare and now they are people who understand rural areas.” The center will serve as a hub for health professionals in many different disciplines, who will do their rotations in Klamath Falls and in many “spoke” communities throughout rural Oregon. “The idea is if you are training people to practice in a rural community, you should be teaching them in a rural community,” says Rod Wendt, the Klamath Falls businessman and Sky Lakes board member who was a pivotal early supporter of the project. “The hub-and-spoke model is a fabulous improvement and benefit over how we have been previously training our health professionals.”

It’s a concept with a stellar track record. Completion of the

center coincides with the 25th anniversary of Cascades East Family Medicine Residency program in Klamath Falls — the first rural family medicine residency in Oregon. There, OHSU medical students spend their residencies in Klamath Falls, with stints in communities such as Medford, Bend, Burns, Lakeview, Enterprise and John Day.

“Even if you are interested in rural health, if you spend your residency in Portland, lots of things will pull you away from that vision,” says Dr. Joyce Hollander-Rodriguez, the residency director at OHSU Cascades East Family Medicine Center; she is also regional associate dean at OHSU Campus for Rural Health.

Growing up in Pleasant Hill, Hollander-Rodriguez knows that first hand. “I was so eager to get out of a small town and out of Oregon,” she says. “But after I went off to college, I missed Oregon, came back to OHSU, and came here to Klamath Falls because I wanted to help meet the needs of rural communities.”

The success of the strategy is in the numbers. After 25 years, an impressive 80% of graduates

This entire project is a demonstration of community-building, with parties coming together with a shared purpose, shared vision, an open mind and a boundless energy.

— Joe Robertson
OHSU President, Retired



TOP: Dr. Joyce Hollander-Rodriguez (in red blouse), director of the Cascades East Family Medicine Residency Program, greets community members at the grand opening of the Sky Lakes Collaborative Health Center in Klamath Falls in 2019. RIGHT: A diagram in the lobby displays the four levels of the new complex.



have entered practice in rural areas. “Students and residents come through, and see communities that are so grateful to see them,” says Hollander-Rodriguez. “The communities are one of our most effective recruiting tools.”

The center has expanded the program from medical residents to include health professions such as pharmacy, dietetics, dentistry and public health. When at goal, the center hopes to see 600 students working in rural Oregon; its roster now numbers about 45.

Power of partnership

Stewart describes the community response to the project as “ecstatic.” The new four-story building, the single largest construction project ever to take place in the area, was one of the smoothest projects he says he’s ever seen.

The project’s economic spinoffs of the Collaborative Health Center are already apparent,

triggering housing revitalization and beatification efforts.

“The feedback I am hearing is that it’s really working,” Wendt says. “Students really like it here. Other communities like Coos Bay and La Grande, are benefiting, and it’s been beneficial for both medical professionals and the community.”

Robertson agrees: “This entire project is a demonstration of community-building, with parties coming together with a shared purpose, shared vision, an open mind and a boundless energy. That’s the power of partnership, where partners benefit to a much greater degree than if they acted independently. It’s a wonderful example and should be a model for all of rural Oregon, and not just in healthcare.” ■

Visual Arts Program

Meagan Atiyeh appointed as senior adviser to program

The leadership of The Ford Family Foundation’s Visual Arts Program has changed. Longtime senior adviser Kandis Brewer Nunn handed the reins to experienced arts manager Meagan Atiyeh in January.

“Kandis Brewer Nunn spearheaded the development of our Visual Arts Program, and she has overseen and grown it since its inception,” says Allyson Ford, a member of the Foundation’s Board of Directors and granddaughter of Kenneth and Hallie Ford. “We are grateful for her strategic vision and the years she has devoted to managing the program. Her passion and intelligence have served to nurture

Oregon’s visual arts ecology in unique and powerful ways.”

The Foundation’s Visual Arts Program honors the late Hallie Ford’s interests in the visual arts, providing a range of resources to assist artists and visual arts institutions.

Unique

“Hallie Ford would be genuinely pleased with the direction The Ford Family Foundation Visual Arts Program has taken over the past dozen years,” says John Olbrantz, who knew Hallie Ford personally for nearly 10 years in his role as the director of the Hallie Ford Museum of Art at Willamette University. “Indeed, the program is unique around the country, and it has helped elevate Oregon artists and Oregon arts institutions to the national stage in a relatively short period of time.”



Meagan Atiyeh

Brewer Nunn was tapped by the Foundation in 2008 to guide research and development of the Visual Arts Program. Her professional practice in strategic program development services has spanned 47 years in consultative and in-house roles.

Meagan Atiyeh came from the Oregon Arts Commission, where she managed the visual arts programs. Through her management of the state’s Percent for Art program, Atiyeh has brought hundreds of objects into Oregon’s permanent art collection, from important collections of works by national and regional artists to complex site-specific commissions.

“Meagan is ideally suited to step into this role because of her decades of experience in the contemporary arts field and deep ties to artists and arts professionals locally and nationally,” says Anne Kubisch, president of the Foundation. “Meagan will continue the past practice of coordinating with Carol Dalu, grants manager of the Foundation.”



Former Foundation Board Chair Allyn Ford and Foundation President Emeritus Norm Smith converse with Kandis Brewer Nunn at an event honoring her service to the Visual Arts Program.

Renewed investment

In related news, the Foundation’s Board of Directors recently renewed its investment in the Visual Arts Program, which it launched in 2010 to honor the late Hallie Ford’s interest in the visual arts. The \$6.5 million commitment, funded through 2024, reflects an increase in the scope of the program.

Changes include an increase in the amount of the Hallie Ford Fellows in the Visual Arts award to \$35,000. Other changes include offering support for exhibitions in artist-run spaces, support for professional documentation of artists’ works, and assistance to strengthen artists’ applications for major arts awards and fellowships.

Continuing elements of the program include artist residencies, career opportunity grants, critic and curator tours, and grants for exhibitions, documentation and small capital improvements. See the Foundation website for full details of the program. ■

...the [Visual Arts] program is unique around the country, and it has helped elevate Oregon artists and Oregon arts institutions to the national stage in a relatively short period of time.

—John Olbrantz
Director, Hallie Ford Museum of Art, Willamette University

Neighbors working together

The Buen Vecino program elevates the voice of Latino and immigrant communities

Buen Vecino community leaders in Woodburn transformed their National Night Out event and attracted 200 neighbors. The group consists of Minerva Vasquez, Maricela Rocha, Josefina Cruz, Florinda Herrera, María T. Amador, Anabel Hernández-Mejía and Martha Pérez (not pictured: María G. Ramos).

Bilingual public education, traffic safety and a vision for more inclusive, united communities motivated residents in Molalla to get involved. The path to creating the change they wanted? Community building and connection.

Through the Buen Vecino (Good Neighbor) training program, families living in a farmworker housing complex worked together, discovered their shared interests and built skills to approach city and state officials.

From communities like Molalla to Boardman, Sisters and

Irrigon, neighbors are building power and cultivating their leadership. Mothers, young people, renters and agricultural farmworkers are mobilizing around common agendas, gaining courage and finding their voice.

The program, first developed by Roque Barros, Ford Institute for Community Building director, has been embraced and further developed by the rural communities The Ford Family Foundation serves.

"We do this work in communities to elevate the voice of those who most likely would not be heard," says Laura Isior-

dia, a field coordinator for the Foundation, who is bilingual in Spanish and English.

Isiordia meets with community members to decide what local issues they want to address and the skills they will need. She works with the group to facilitate training sessions on a flexible schedule.

Building skills

Practicing skills like public speaking and outreach to neighbors prepares participants to collaborate with other organizations and government agencies.

Buen Vecino, implemented in Latino and immigrant communities across the state, refocuses typical models of community engagement. Rather than leadership development in the abstract, community members' passions and priorities determine the program content. Resident-driven agendas ensure the most relevant community needs are met; participants build confidence as they grow skills, gain courage and celebrate wins.

In Woodburn, residents Martha Pérez and Josefina Cruz exemplify this new wave of leadership. As longtime residents of the Farmworker Housing Development Corporation's (FHDC) Nuevo Amanecer apartment complex, they and their neighbors were searching for new learning opportunities, something that could help their families. When the Buen Vecino program was presented by Anabel Hernández-Mejía, FHDC resident leadership coordinator, they saw it as an opportunity for personal growth.

"It's a change in how we

think and see things," Pérez explains. "It's being conscious of what we do and how we can improve ourselves and our community."

For example, the group of Buen Vecino community leaders transformed Nuevo Amanecer's National Night Out event, an annual community building opportunity with local police. In previous years, most community members were not aware of the event. In 2019, thanks to the Buen Vecino team connecting with their neighbors, "se hizo pachanga" ("there was a huge party"). Two hundred neighbors attended, bringing with them their families, the sound system, fun and food to share.

The success of National Night Out served as an early indicator that the community building team was on the right track. Asking their neighbors to join in the planning for community projects ensures that voices are valued and hands are in the action as contributing community members.

"It's not just a certain group of people who can make decisions," Perez says, "The power is in all of us."

Residents like Perez are now using their power to participate in broader movements — from being a voice for farmworker rights to participating in campaigns for driver's licenses and advocating for fair housing practices.

Josefina Cruz emphasizes that these conversations are essential for the success of all of Oregon's residents: "I'd like to invite people who perhaps don't have the bravery yet or are embarrassed: Let's educate ourselves and take advantage of opportunities to learn more. That will help us grow and give more to ourselves and other people." ■

Want to learn more? Contact Laura Isiordia, a field coordinator at The Ford Family Foundation, lisiordia@tfff.org. Isiordia, who speaks Spanish and English, works statewide with individuals, organizations and agencies to support resident-led action that builds community. The program can be implemented on a flexible schedule and includes follow-up support. ■



Laura Isiordia



The Buen Vecino group is now using their power to participate in broader movements such as campaigns for driver's licenses.

Essential conversations

Continued from page 16

ing education supported by The Ford Family Foundation (see page 6).

Each chapter of the book is devoted to a characteristic — such as compassion, self-awareness, and resilience — and provides parents with age-appropriate conversations that can help shape their children's understanding of the world.

For example, in the fostering resilience chapter, Tominey talks about how scary it is to talk with your child about suicide or death. But she also covers how important it is to help them build the protective factors to deal with them. She then models conversations between parents and children on key topics including divorce, relationships and sex, peer pressure, bullying and abuse. Each conversation is followed by a "what's happening" section that identifies critical components.

"So often we shy away from conversations about difficult things because we don't want our children to grow up too quickly," Tominey says. "It might feel challenging, but ultimately might be the pathway to compassionate children."

Lessons

The carefully constructed chapters include a host of resources to fortify the lessons. In each chapter, a question-and-answer section follows the conversations template that address common parenting questions and challenges. Each chapter concludes with sug-



Conversations shape "how we parent our kids," says author Shauna Tominey. Her new book helps parents construct conversations to develop compassionate children.

gestions for family activities, children's book recommendations, and discussion questions that extend the learning into everyday life.

"Readers have told me they appreciate the concrete strategies for how to go about having conversations about our own emotions and mistakes as a parent," Tominey says. "Seeing these conversation helps people feel like they have permission to have these conversations themselves." ■

Creating Compassionate Kids: Essential Conversations to Have with Young Children is available for free to residents of Oregon and Siskiyou County, Calif., through the Select Books program: www.tfff.org/select-books/



BOOK REVIEW

Talking with children

Parents can use conversations with their kids to help them become caring people

Oregon author Shauna Tominey has lived in a lot of states and worked as a researcher and teacher with many kinds of families. “I have found that as I’ve worked with families in different settings, there are commonalities in the ways they talk with their children,” she says. “And I have noticed a lot of differences.”

As a member of a military family, she participated

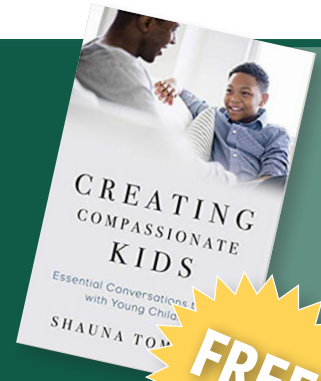
in frank, everyday discussions about war and family separation. At early childhood centers in urban areas, she listened to conversations about extreme racism.

“I started thinking about how hearing those conversations shaped how we parent our kids. What if other families had a lens into these conversations, too?”

The result of that question is *Creating Compassionate Kids: Essential Conversations to Have with Young Children*. Selected as a “Favorite Book for Parents in 2019” by Greater Good magazine, the book provides parents with a framework for using conversations that help their children become caring people.

Tominey, assistant professor of practice and parenting education specialist at Oregon State University, draws on her extensive experience to provide the example-rich content of the book. Tominey is also the state coordinator for the Oregon Parenting Education Collaborative, an initiative to provide high-quality parent-

Continued on page 15



This book is yours for the asking

Creating Compassionate Kids: Essential Conversations to Have with Young Children

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MISSION

Successful citizens and vital rural communities

CORE VALUES

Integrity: Promoting and acknowledging principled behavior

Stewardship: Responsibility to give back and accountability for resources and results

Respect: Valuing all individuals

Independence: Encouraging self-reliance and initiative

Community: Working together for positive change

