



Duluth Workforce Development Board Meeting

Monday, October 15, 2018 ★ 3:00 – 4:30 p.m.

City Hall Room 303

Meeting Minutes

Present:

Tamara Arnott, Executive Director of Workforce Development, Lake Superior College
Andrea Chartier, Career Services, College of St. Scholastica
Emily Edison, Executive Director, SOAR Career Solutions
Mary Ferguson, Director of Recruitment & Staffing, Essentia Health
Patty Fleege, Adult Basic Education Manager, ISD 709 Adult Learning Center
Lindsey Growette Stingle, Human Resources Director, National Bank of Commerce
Eric Gulland, Business Agent, IUOE Local 49
Marla Halvorson, HR Director, St. Luke's Hospital
Lacie Jurek, Human Resource Generalist, Verso Corporation
Pam Kramer, Executive Director, Duluth LISC
Rachel Loeffler Kemp, Community Services Director, AFL-CIO/United Way
Stacy Oltmanns, Vice President of Convention Sales, Visit Duluth
Joel Vena, District Manager, Kelly Services
Brad Vieths, Career & Technical Education Director, ISD 709
Sonia Vinnes, Rehab Manager, DEED Vocational Rehab
Susan Wallerstedt, Human Resources Generalist, LHB
Amanda Yates, Financial Services Manager, St. Louis County
Elena Foshay, Director of Workforce Development, City of Duluth
Carol Turner, Operations Administrator, Duluth Workforce Development
Shawn Herhusky, Workforce Strategies Consultant, DEED

Excused:

Betsy Harmon, Job/Business Service Manager, DEED
Monica Haynes, Director of Bureau of Business and Economic Research, University of Minnesota – Duluth
Brandon Hendrickson, Staff development Director, Residential Services Inc.
Jay Ott, Training & Development Director, AdMax
Matt Silverness, Director of Human Resources, Norwood Childrens Services
Ian Vincent, Business Developer, APEX
Laura Weintraub, CEO, Aimclear

Absent:

Shayla Drake, HR/Payroll Coordinator, Aftenro
Laura Krollman, Compensation & Benefits/Talent Acquisition, Allete Inc.
Sandy Kolasinski, General Manager, Little Angie's Restaurant & Cantina
James Laumeyer, Owner/CEO, Laumeyer Human Resource Solutions
Paul Pederson, Director of Outreach, MAC-V

Welcome & Introductions: Meeting was called to order at 3:04 by Mary Ferguson. Elena Foshay introduced Eric Gulland as our newest Board member.

Approval of Minutes: The minutes from the September 17, 2018 meeting were approved by those in attendance.

Approval to Renew Terms for Board President and Vice President: Members in attendance approved a renewal of terms of Mary Ferguson, President and Brandon Hendrickson, Vice President for one year.

Discussion Topics:

- Duluth Workforce Development is hiring a contractor to assist with outreach and recruitment focusing on People of Color for the Pathways to Prosperity program. Elena will send RFP to all Board members to distribute to their networks.
- The Board reviewed the 2018 Regional Profile for Duluth. Data reaffirms many issues already on the radar, including:
 - Aging workforce
 - More jobs available than workers to fill them
 - Significant disparities by race in educational attainment and employment
 - The region has some of the lowest average wages in the state
 - Net increase in jobs over the past year
 - Size of workforce increased slightly in past year, meaning that Duluth is successfully attracting workers
 - Majority of available jobs do not require a college degree
 - Healthcare, construction, and hospitality are the largest employment sectors
- CareerForce update:
 - CareerForce seeks to raise awareness of workforce services available and attract both employers and jobseekers to workforce centers.
 - Goal is to make sure everyone feels welcome.
 - Will begin a soft launch in November, focused on bringing staff into the fold. Public launch will take place in Spring – around April.
 - Public launch will include TV and radio commercials, newspaper ads, and social media.
 - Decisions still need to be made about co-branding
 - Marketing and Community Outreach committee will discuss a rollout plan and share with the Board
 - Future Board meetings will include training on CareerForce messaging
 - Northforce is also going through a strategic planning process, which opens up some new opportunities for alignment
- Manufacturing months:
 - Successful manufacturing week tour with WESA Machine Operator participants
 - Oct 24-25 - manufacturing tours for high school students - 24 manufacturers participating and 300-400 students, workforce board members are welcome
- Changes in Board membership:
 - Colleen Kelly resigned due to a job change
 - Susan Wallersedt announced she is resigning from the Board to get ready for new baby, and this will be her last meeting
 - Susan Kolasinky's term ended and was not renewed

- Save the date: Construct Tomorrow 2019 - Feb 26-27 at the DECC
- Invitation to healthcare summit:
 - November 9 in Mountain Iron
 - So far 27 people signed up to come, following up on first meeting to discuss what regional workforce goals should be for healthcare
 - 4th summit will bring in education partners

Guest speaker: Hannah Grunzke, Employment Specialist, YES Duluth

- YES Duluth is Duluth Workforce Development's youth program
- Serves youth age 16-24
- State and federal funding
- Three staff, one of whom is stationed in the schools
- Youth generally face barriers, including homelessness, pregnant/parenting, criminal background
- Major focus on collaboration and partnership - if we don't provide service referral will be made
- Services mostly provided through one-on-one job counseling, some workshops
- Currently 130 individuals enrolled, plus 52 that are in follow-up year
- Client experience:
 - Young person enters program unsure of what they are interested in, no employment experience, little or no knowledge about training opportunities
 - Invited to weekly workshops
 - Provide one-on-one assessment and job readiness - mix of formal and informal tools
 - iSeek
 - Kirsey temperament sorter
 - Learning style assessments
 - Career EdVentures
 - Provide paid work experience opportunities, with the goal of a positive employment reference resulting from experience. Variety of employers - most successful with:
 - Small businesses
 - Non-profits
 - SuperOne
 - Enroll in school - Relatively even split between GED and Post-secondary credential goals
 - CNA seems to be the most popular track
 - Stick with them until they complete the credential
 - After completion, follow up for a year with a goal of unsubsidized employment
- Performance measures - Exceeding goals overall
- How does YES Duluth compare to youth programs in other areas?
 - Still doing a lot of internal structuring of programs and services, refine operations
 - Next step is to look at other models, look at innovative approaches
 - Want to be more forward-facing, not hidden in workforce center
- In-school services
 - Mostly at Denfeld, then East and Adult Learning Center, and Harbor City
 - 85% are involved in special education
 - Pre-ETS - work readiness for students with an IEP or 504 Plan

- HECAP - Outreach with groups of students, career readiness workshops
- Currently has 59 applications in queue
- How does someone find out about YES Duluth?
 - Word of Mouth
 - Office hours at ALC, NYS
 - Working in partnership with OYOD members
 - Reverse referrals from employers - they already know youth and want to keep them on
- Work experience structure
 - Check in at 240 hours about whether experience should continue
 - Typically about 350 hours for those that complete work experience
 - Wages are subsidized by YES Duluth
 - Why is it that Washington County has high median earnings after exit? What are they doing right?
 - Also provide a stipend for working on GED
- How can the Board support YES Duluth?
 - Helping to find work experience sites for youth

Update to Regional Plan

- Local plan update was approved
- Elena and Michelle reviewed and updated regional plan. Will go before regional leadership team for review before sending to DEED

Committee Structure

- Committees are a key component of the Board
- Every member is obligated join at least one committee per the bylaws
- Committees should be chaired by a Board member
- Chair role is to set meeting agenda and facilitate meeting
 - Elena can help with agenda, meeting reminders, and notes
 - Chair is responsible for committee membership, and can recruit new members if needed
- Request was made for a list of who is on what committee
- Request was made for a template to help plan meeting agendas, and a Roberts Rules cheat sheet
- Committees may pursue projects as long as they are in alignment with the Board's strategic plan. Projects that do not directly align with the strategic plan should go before Board for approval.

Committee Reports

- **Diversity & Inclusion**
 - Met recently to work on vision, mission, and purpose of committee. Will continue developing over next few meetings.
 - Opportune moment to add more diversity and align with other efforts in the community
 - Intercultural Development Inventory (IDI) process update:
 - Elena, Michelle, and others talked with the Equity Alliance to design a timeline for implementation
 - There are about 150 people total who will participate in this process
 - There will be three cohorts:
 - The first will be comprised of Diversity/Equity committees from both boards, as well as Executive Committees and workforce center management.

- The second will be the remaining Duluth Board members and staff
 - The third will be the remaining NEMOJT members and staff
 - Steps:
 - Complete online inventory
 - Meet face to face or by phone with consultant to review results and get feedback
 - Participate in a 3-part workshop on Culturally Responsive Leadership
 - First cohort will begin in late November/early December
 - Remaining cohorts will walk through process on a staggered schedule
- **Career Pathways**
 - Last met in September
 - Subcommittee focused on Healthcare
 - Going through whole SWOT analysis - what can be next steps?
 - Good discussion about changes in educational institutions - what is happening elsewhere in the region
 - Looking to Regional Talent Forecast for information
 - Customized Training overview
 - Heavy emphasis on healthcare right now in terms of committee membership, want to diversify
 - **Youth/Education Committee**
 - Have been going through activities to make sure they are aligned with Board objectives
 - Looking to find a way of connecting out of school youth with short term certificate - possibly in hospitality industry
 - Stacy set up meeting with General Managers of a couple hotels in town to get their ideas, working on restaurants now
 - **Governance Committee**
 - Looked at current membership
 - Developed brainstorm list of potential recruits
 - **Executive Committee**
 - Worked hard to update local plan, received approval from DEED
 - Elena and Michelle updated regional plan, will go to regional leadership team for review

Meeting adjourned at 4:25pm

Next meeting is Monday, November 19 from 3:00-4:30pm in City Hall Room 303.