



Workforce Development Board

402 West First Street
Duluth, Minnesota 55802



218-730-5241



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Meeting Minutes

Monday, June 13, 2:00 – 4:00 p.m.

City Hall Room 330

Present:

Kayla Dietzmann, Director of HR & Marketing, SCS Interiors
Emily Edison, Executive Director, SOAR Career Solutions
Chiamaka Enemuoh, President, Lifestone Health Care
Claire Farmer-Lies, Marketing & Communications Specialist, Residential Services Inc.
Lindsey Growette Stingle, Human Resources Director, National Bank of Commerce
Marla Halvorson, HR Director, St. Luke's
Shawn Herhusky, Workforce Development Manger, Essentia Health
Duane Hill, District Engineer, Minnesota Department of Transportation
Linda Kingston, Vice President of Academic and Student Affairs, Lake Superior College
Thomas Kriske, Workforce Development Director, Lake Superior College
Jennifer Oakes, DEED Job Service Site Supervisor, Duluth CareerForce
Vance Okstad, Director of Outreach, Cirrus Aircraft
Rick Revoir, Dean of Strategic Development, College of St. Scholastica
Ian Vincent, Senior Business Developer, APEX
Sonia Vinnes, Rehab Manager, DEED Vocational Rehabilitation Services
Amanda Yates, Financial Services Manager, St. Louis County
Elena Foshay, Director, Duluth Workforce Development
Carson Gorecki, Northeast Regional Labor Market Analyst, DEED
Carol Turner, Operations Manager, Duluth Workforce Development

Meeting called to order 2:07 p.m. The Workforce Development Board successfully established a quorum.

Public comment: None

Welcome/Introductions:

- Welcome new member ChaQuana McEntyre

Relationship Building Activity

Action Items:



The City of Duluth is an Equal Opportunity Employer.

- May 23, 2022 meeting minutes were approved by board members in attendance.
- Annual strategic plan
 - Notes from last meeting included in new draft of strategic plan
 - Approved by board members in attendance
- IFA process
 - Includes all partners in CareerForce
 - Defines how we divide up costs
 - MOU defines roles
 - Need a workforce board member or committee to represent the board in the negotiation process
 - Time commitment, around three meetings before the end of the year
 - Ian Vincent proposed that the Executive Committee represent the board
 - Approved by board members in attendance

Updates and Announcements:

- Manufacturing Summit
 - Workforce Development Board, Apex, Cirrus, LSC, ISD 709, and several manufacturers
 - Develop pathway system from K-12 school system to LSC
 - Begins in middle or high school, a pathway through LSC for students to gain credits while in high school
 - High school grads have experience/credit in manufacturing
 - Curriculum under development
 - Difficulties-There is some resistance, manufacturing is evolving too
 - Diversity and inclusion training needed
 - Get into workforce while you're learning
- Juneteenth Events being held in Duluth and Superior

Committee Updates:

- Governance
 - Met to make recommendation for ABE state application
- Construction Working Group
 - Having good, well-attended meetings
 - Building Strong Communities that SOAR leads is struggling with recruitment
 - Have met with 30 people, but down to four eligible
 - Barriers to participation include fines or loss of driver's license, or don't have car, no GED/diploma, family/no childcare
 - Rescheduling for late summer, early fall
 - Nine people completed previous training class
- Healthcare Committee
 - Career Fair planning
 - Looking for employers
 - Not all pathways are linear in healthcare
 - Non-medical careers like groundskeeping, environmental services, etc.

- One-page cheat sheet developed detailing those careers
- Indigenous healthcare camp is full in Fond du Lac, so is the one in Hibbing
- Looking for opportunities for adults with disabilities working in healthcare
- Arrowhead Regional Consortium for Healthcare Staffing (ARCHS)
 - New website launches August 24 – dubbed ‘218 Health’
 - Career pathways laid out, employer links, education
- Equity Committee
 - Employer Champions Initiative, two trainings, 50 people in each
 - Next workshop in September
- Emerging Workforce Committee
 - Teacher shortage, youth development staff shortage
 - Career technical education in Duluth Public Schools

Talent Attraction

- LMI Presentation – Carson
 - Long-Term Demographic and Labor Trends (2020-21)
 - More people dying than being born or moving in
 - Northeastern MN population is about ten years older than rest of state
 - White populations are declining, while all other populations have been increasing over last ten years, and projected to continue.
 - Record low unemployment. There’s a surplus of workers, however there’s a mismatch of skills for job vacancies.
 - Population Projections for Duluth
 - Predicting decline in population and labor force. More deaths than births mean we will need to look at finding workers somewhere else.
 - Small increase in age 45-54 cohort.
 - Duluth has larger (and growing) than average share of 15-24 year olds (includes college students)
 - Tougher to determine how many stay in area
- Presentation of Talent Attraction Work Plan and Discussion
 - Input from City Planning and Economic Development Department, Northforce, Chamber, Association of Realtors, employers
 - We need to attract people to our area
 - This is in addition to work being done to tap into other underutilized labor pools here
 - Housing
 - In Duluth and surrounding areas
 - Making it easier to find rentals and homes to buy
 - Childcare
 - Welcoming Community
 - It’s a hard place to move to and connect, especially if you represent any kind of diversity
 - North By Choice, continue building
 - Developing BIPOC business directory

- Job matching for spouses
- Grass roots connection point, sign up (Chamber may be interested)
- Targeted advertising, Northforce is doing a ton of it, visit here/move here
- Community buy-in that we need to invite new people in
- Weather is difficult, people become more isolated, hard to connect with others
- Access to explore outdoors and outdoor activities
- Opportunities for refugees
 - Translation services needed
 - Immigrants who are underemployed, matching skills
- Visit Duluth, hospitality groups
- All inclusive attraction pass for employees
- City would be convenor and coordinator, but not doing the work
- Workforce Development
 - Internships so college students stay
 - High school career pathway connections
 - Education for those who left workforce during pandemic
 - Connecting employers to international students who want to stay here and work
- Childcare committee needs to recruit employers
 - On-site day care
 - Models and support needed for employers
 - Space in building could be rented to child care facility
 - Subsidize day care for employees
 - Reserving slots at nearby centers
 - Kindercare model
- Hiring students before they're graduated
- Business professionals connected with students
- Misconceptions that there aren't jobs here so college students leave
- Tour of manufacturing, have hired students right after high school
- Next steps
 - Elena wants to develop a version of document that can be shared with the community

Meeting adjourned 3:58 p.m.

Next meeting is Monday, September 19, 2022; 2:00-4:00 p.m. in City Hall Room 330.