



Duluth Workforce Development Board

Monday, January 28, 2019 ★ 3:00 – 4:30 p.m.

City Hall Room 303

Meeting Minutes

Present:

Andrea Chartier, Career Services, College of St. Scholastica
Emily Edison, Executive Director, SOAR career Solutions
Mary Ferguson, Director of Recruitment & Staffing, Essentia Health
Lindsey Growette Stingle, Human Resources Director, National Bank of Commerce
Eric Gulland, Business Agent, IUOE Local 49
Monica Haynes, Director of Bureau of Business and Economic Research, University of Minnesota – Duluth
Brandon Hendrickson, Staff development Director, Residential Services Inc.
Lacie Jurek, Human Resource Generalist, Verso Corporation
Pam Kramer, Executive Director, Duluth LISC
Laura Krollman, Compensation & Benefits/Talent Acquisition, Allele Inc.
Rachel Loeffler-Kemp, Community Services Director, AFL-CIO/United Way
Stacy Oltmanns, Vice President of Convention Sales, Visit Duluth
Jay Ott, Training & Development Director, AdMax
Paul Pedersen, Director of Outreach, MAC-V
Matt Silverness, Director of Human resources, Northwood Children's Services
Brad Vieths, Career & Technical Education Director, ISD 709
Ian Vincent, Business Developer, APEX
Sonia Vinnest, DEED – Vocational Rehab
Laura Weintraub, CEO, Aimclear
Amanda Yates, Financial Services Manager, St. Louis County
Elena Foshay, Director of Workforce Development, City of Duluth
Carol Turner, Operations Administrator, Duluth Workforce Development

Welcome & Introductions: Meeting was called to order at 3:05 by Mary Ferguson.

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

Discussion

Updates:

- Impact of federal shutdown – community stepped up to support federal employees
- Construction Careers Night – February 26 at 5:00pm at the DECC – please spread the word
- Board diversity survey distributed, committee chairs were asked to distribute to committee members
- DEED regional planning funds were designated by the Regional Leadership Team to support:
 - Construction career pathways

- Healthcare career pathways
- Continuation of employer solutions series
- Talent attraction
- Board membership transitions - Betsy Harmon is retiring at the end of January

Presentation about WIOA Adult Program – Betsy Hill, Duluth Workforce Development

- Interested in opportunities to get the word out about the adult program, connect with new partners
- Program overview:
 - Provides support for training - help adults build marketable skills
 - Pays tuition, books and fees - up to \$3000 per person per school year, paid directly to training provider
 - Also provides supportive services - gas card or bus pass, help with work clothes, books, etc.
 - Can support on the job training (OJT)
 - Can support work experience funding, haven't used that in the past
 - Monthly check-in on progress, address life barriers/challenges - connect to resources in the community
 - It is not a requirement to attend school – clients can just receive assistance in obtaining employment
- Recruiting new clients:
 - Depend on relationships with area colleges and universities - target students in need
 - Currently work with UMD, LSC, WITC
 - Start with assessment that looks at past work experience, strengths, goals, child care, transportation, barriers
- Eligibility:
 - Priority on low-income - based on last 6 months of income, or if receiving some form of public assistance or free/reduced lunch
 - Goal - something clear that we can support based on labor market information
 - Within two years of achieving job goal
 - Can enroll people at any point during the school year
 - Training programs must be listed on Eligible Training Provider List
- Program goals - currently exceeding all goals:
 - Serve 72 individuals this year (July 1-June 30)
 - 2nd quarter employment after exit - 82.1%
 - 4th quarter employment - 71.7%
 - Credential attainment - 76%
 - Median earnings (2nd Quarter) - \$6,159
- Job placement support:
 - People are enrolled in program until they get a job
 - Help connect to summer employment, internships, etc.
 - Help with resume, interview prep
 - Job search strategies/support - hold accountable
- Success story:
 - Client who enrolled in a program in Hibbing because he really wanted to work in a mine. We helped him go to school and get a job and he's been happily working for 5 years and recently brought in a friend to enroll.

- Great partnerships - co-enrollment with other programs. For example, a VRS client who WIOA Adult helped get a HUC certification. She is now working and no longer depending on public benefits to support her.
- Discussion:
 - How much does program work with UMD?
 - Not much, opportunity to build a new connection. Have a couple of clients who are students there
 - In the past, recruitment has focused on the individual and followed them along their path. Have we ever tried starting with the employer?
 - Wisconsin has had good success with 'reverse referrals' - employer identifies a candidate that is a partial fit, reaches out to workforce development to quickly set up an OJT
 - Have targeted specific fields, presented to intro classes in particular fields (i.e. manufacturing) to capture people who might be eligible and need support
 - What are the barriers that prevent people who obtain credentials from getting employment?
 - Maintaining employment into second quarter so that it counts - WIA used to measure 'entered employment' so first quarter
 - Not the right job fit
 - Child care, transportation - typical barriers
 - What follow-up do we provide?
 - Required to provide a year of follow-up
 - Employment retention strategies
 - Can't provide funding after exit - so no incentives for turning in pay stubs
 - Can pull a report from the State to see whether exited participants are working, and if not follow up with them
 - Clients come back looking for additional help
 - Can supportive services pay for driver's license?
 - Definitely can pay for license fees
 - Driver's ed costs more than is allocated per person for supportive services
 - We have sometimes helped pay for car insurance, with a plan to continue paying
 - We can't pay for fines
 - Are there any pre-apprenticeship programs on the ETPL?
 - All apprenticeship programs are on ETPL
 - Betsy plans to attend first week of Iron Workers class to see if anyone is eligible, to see if we can help with cost of class or tools
 - If there is no cost for training, then training funds can be used for tools
 - Do we partner with SOAR, CAD, and others?
 - Yes - we often co-enroll with partner organizations
 - For example - WIOA Adult paid for CN A test for some of CAD's training participants
 - Definitely an opportunity to expand these partnerships and enroll more people
 - Big question to continue thinking about: How do we get the word out about the program?

Committee Chair Feedback

- Governance committee did interviews with committee chairs to find out what's working well, what can be improved upon
- Main themes:

- Committees have energy and enthusiasm, have a good mix of community and board members
- Committees are actually doing the work of the strategic plan
- Committees don't have funding to work with - for some that's not a problem, for others that makes their work challenging
- Confusion about committee role in relation to board
- Committee chairs don't feel well-suited for role, but don't have someone to pass on role to
- Some issues with attendance/engagement
- Potential action items:
 - Governance committee is working on:
 - Exit interviews for board members at end of term or when they leave board for any reason
 - Developing chair job description that includes leadership transition timeline
 - Developing resources to help making chair role easier - minute/agenda template
 - Shared cloud filing system
 - Other key questions for discussion:
 - How to better support committees - even out size, create transition plans, make sure committees have the leadership they need
 - How to make sure the board really deeply understands the work of Duluth Workforce Development and the workforce center
 - How should the Board be guiding funding decisions, and really play a stronger leadership role in driving workforce strategy
 - How do we better support and elevate the Board's work?
 - Staff position to support the board?
 - Report to Mayor - memo (quarterly, annually) stating priorities and actions for the year
 - **Decision:** Each committee to choose 1-3 priorities for 2019 and submit to executive committee to draft into memo to Mayor in advance of State of the City
 - Op ed - assign members to draft on a regular basis
 - Reach out to Duluth News Tribune about what the Board is doing, what our worries and concerns are
 - Request to community engagement committee to drive some strategy about marketing the board and its priorities - build awareness across the community
 - How can we build more awareness of workforce issues in the community?
 - How to make Board meetings more effective and engaging
 - Should we continue to reserve time during Board meetings for committee updates?
 - Instead use that time to discuss priorities
 - **Decision:** Attach committee minutes to agenda, send out in advance of full board meetings
 - **Decision:** Committees are invited to bring things to Board for discussion - it's the responsibility of committee chairs to ask for time
 - Want to use Board meetings to be more action-oriented

Meeting adjourned at 4:25pm

Next meeting is **Monday, February 25** from 3:00-4:30pm in City Hall Room 303.