



Duluth Workforce Development Board

Monday, March 18, 2019 ★ 3:00 – 4:30 p.m.

City Hall Room 303

Meeting Minutes

Present:

Elena Foshay, Director of Workforce Development, City of Duluth
Tamara Arnott, Dean of Workforce Development, Lake Superior College
Andrea Chartier, Career Counselor, Career Services, College of St. Scholastica
Emily Edison, Executive Director, SOAR Career Solutions
Mary Ferguson, Director of Recruitment & Staffing Support, Essentia Health
Eric Gulland, Training Director, IUOE Local 49
Monica Haynes, Director, Bureau of Business and Economic Research, UMD
Brandon Hendrickson, Staff Development Director, Residential Services Inc.
Pam Kramer, Executive Director, Duluth LISC
Laura Krollman, Manager – Compensation & Benefits/Talent Acquisition, ALLETE, Inc.
Jim Laumeyer, Owner/CEO, Laumeyer Human Resource Solutions
Rachel Loeffler-Kemp, Community Services Director, AFL-CIO/United Way
Stacy Oltmanns, Vice President, Convention Sales, Visit Duluth
Jay Ott, President, AdMax
Paul Pedersen, Programs and Outreach Manager, MAC-V
Matt Silverness, Director of Human Resources, Northwood Children's Services
Brad Vieths, Vocational Programs Coordinator and Perkins Coordinator, ISD 709
Ian Vincent, Senior Business Developer, APEX
Sonia Vinnes, Rehab Manager, DEED - Vocational Rehab
Laura Weintraub, Chief Executive Officer, Aimclear
Amanda Yates, Financial Assistance Manager, St Louis County

Welcome & Introductions: Meeting was called to order at 3:04pm by Mary Ferguson.

Approval of Minutes: Minutes were approved by all present for the January 28th and February 25th meetings.

Discussion

Updates:

- Letter to Mayor outlining Board priorities for 2019
 - Approved by all members in substantial form
 - Any edits due to Elena by noon tomorrow. If no major edits, a second round of approval not needed
 - Add a section outlining 2018 accomplishments
- Open house and CareerForce launch – April 5, 7:30am-noon
 - Ribbon Cutting at 8:00am
 - Elena to send out calendar invite and schedule

- IDI next steps
 - Everyone should be working on their Individual Development Plans
 - Board meetings will include some short sessions that will help us all work toward IDP goals
 - It can feel overwhelming to look at all the things you can work on - be realistic and thoughtful about what's realistic
- Duluthian magazine
 - 8-page feature on DWDB in May/June issue
 - Audience is business owners, people who do hiring, politicians - all who are members of the Chamber
 - Audience doesn't know much about workforce issues and needs
 - Writer will reach out to interview board members
 - Include information on how readers can get involved
 - Subcommittees
 - Self-reflection - look at hiring processes, workplace culture - barriers and implicit biases
 - Career Fairs
 - Connection to region - recognize we are part of region, how work we do can benefit region
 - Understand that we are a resource for small businesses - what we can do to help them
 - Discuss transition to CareerForce
 - Highlight Board's reactivity to needs in community - responsive to local needs and economic changes - give examples of MJSP or customized training projects
 - Highlight makeup of board – member list will be included
- Board diversity survey
 - Stands out that there isn't representation of a former/current client
 - Opportunity to create one or more seats representing certain populations - how to go about this?
 - Governance and Equity committee will meet to discuss and develop a proposal to bring to the board
 - Equity committee is working on a set of talking points that speak to why we are doing this outreach now, set up for authentic conversation with potential board members

Presentation on Perkins Funding – Brad Vieths, ISD 709

- Perkins is a federal allocation to help 2-year colleges and k-12 institutions to provide vocational exposure through Career Tech Education (CTE) programs
- Must be a sequence where kids learn skills progressively, linked to local labor market demand
- 26 consortiums around Minnesota, Brad controls part of one consortium in partnership with Kayti Stolp at LSC
 - Consortium includes Esko, Proctor, Hermantown, up to Grand Marais
 - About \$500,000 per year for the consortium
 - Focus on healthcare, manufacturing, and skilled trades
 - Governed by regional board
- Perkins IV - hasn't changed since 2006 - get schools to catch up with workforce - funds mostly used to buy equipment
- Perkins V - new this year - focus on more diversity in career pathways, diversity, non-traditional careers
 - Must tie to secondary or post-secondary program

- Figuring out how best to braid funding sources - including WIOA, a lot of focus on integrating with WIOA funding
- More focus on getting people into the workforce who have significant barriers to employment
- Good to support innovation - pay to start/try things
- Questions
 - Is there room for involvement with other educational institutions?
 - LSC is primary partner, sometimes broker with others if LSC doesn't provide program
 - Is there too much or not enough funding?
 - Not since switch to RFP process
 - How have Perkins and WIOA worked together in the past?
 - Perkins funds transportation to Construct Tomorrow, industry tours for students, visits
 - Best tie-in to Board work
 - Emerging Workforce committee - talk about innovative braiding of funding
 - Workforce Board member participation on Perkins board - especially employers
 - Brad spends a lot of time connecting to employers to assess their needs and determine how to meet them
 - Help connect youth to internships to start gaining work experience - integrated with CTE classroom work

Discussion: Talent Attraction

- Working group forming that includes City, Northforce, Visit Duluth, APEX, Regional Leadership Team members to begin coordinating efforts around talent attraction
- Three main buckets of work
 - Marketing campaign
 - Information to help people relocate to Duluth
 - Building social networks to retain people who relocate here

Committees

- Governance Committee put together job description for Chair/Co-Chair role
- Drop Box link has now been shared with all board members to access board files
- Need to update the committee description to reflect current Career Pathways Committee meeting schedule

Meeting adjourned at 4:23pm

Next meeting is **Monday, April 15** from 3:00-4:30pm in City Hall Room 303.