

Duluth Workforce Development Board Meeting
Monday, April 16, 2018 3:00-4:30 PM – City Hall Room 303
Meeting Minutes

Attending: Andrea Chartier, Emily Edison, Ellie Egan, Mary Ferguson, Patty Fleege, Lindsey Growette Stingle, Marla Halvorson, Betsy Harmon, Colleen Kelly, Pam Kramer, Rachel Loeffler Kemp, Stacy Oltmanns, Matt Silverness, Brad Vieths, Ian Vincent, Sonia Vinnes, Susan Wallerstedt, Amanda Yates, Shawn Herhusky, Heather Rand, Carol Turner, Erik White.

Excused: Tamara Arnott, Kim Hall, Monica Haynes, Brandon Hendrickson, Lacie Jurek, Sandy Kolasinski, Jim Laumeyer, Jay Ott, Paul Pederson, Joel Vena

Absent: Dick Barlage, Jason Davis, Laura Krollman

Welcome & Introductions – Mary Ferguson called the meeting to order at 3:04 PM. Introductions were made; members shared information about their 1st job or worst job.

Approval of Minutes – March 19, 2018: Motion to approve/2nd the minutes – Motion passed.

Guest Speaker – Lynn Haglin, Northland Foundation, Parent Aware Pathways

Lynn provided data and information about child care's quiet crisis in our region: lack of child care availability including infant and toddler slots, accessing quality child care, legislative initiatives, a study of the economic impact on the shortage of child care (completed in June), and the resources the Northland Foundation has to offer. Parent Aware Pathways - a regional initiative to help increase the number of licensed Parent Aware-related child care providers serving families in the seven-county region to enhance quality of care and school readiness. Early Learning Scholarships - for income-qualifying families in northeastern Minnesota to help them with the cost of Parent Aware-rated child care and early education settings for their young children. Minnesota Early Childhood Initiative – a statewide collaboration to improve early care and education, and strengthen the PreK-Grade3 continuum so all children can have a healthy life of learning, achieving and succeeding. Discussion ensued regarding costs, sliding fee funding availability, effects on employment, licensing, and ways people are providing child care for their children.

Director of Workforce Development Department hiring update – Heather Rand – the new job description will go to the City Council on Mon. April 23rd for approval. Once approved it will be posted.

Workforce Solutions Series (April 18 & May 16 events) – Heather Rand – the April 18th event will focus on Recruitment; 150 attendees are currently registered for both the Duluth and Chisholm sessions; keynote speaker is Janice Urbanik, Senior Director for the National Fund for Workforce Solutions, plus 4 employer panelists. The May 16th event will focus on Retention; keynote speaker is Nancy Lyons, President/CEO, Clockwork, plus 4 employer panelists. Board members are encouraged to attend.

Regional Healthcare Workforce Summit – Shawn Herhusky – Duluth Workforce Development, NEMOJT and DEED are working with the National Rural Health Resource Center to convene a kickoff session sometime in June. The intent is to share Duluth's healthcare services career training model, review sector specific data, discuss regional needs and opportunities, and determine interest in developing a regional sector partnership.

Committee Reports:

Diversity & Inclusion – Emily Edison/Amanda Yates – the committee is focusing on what we as a board/committee/WFC staff are doing internally, expanding membership of the committee to include people from diverse backgrounds, and employer engagement with regard to diversity and inclusion. They are reviewing available data and resources, such as the Intercultural Development Inventory (IDI), a cultural competency assessment tool regarding cultural awareness of individuals or groups, or bringing Emily Baxter to speak to employers, job seekers, and those serving people experiencing poverty. Discussion ensued regarding what employers can do to be more open to hiring diverse employees.

Career Pathways – Brad Vieths – the committee will meet this week to determine the next phase of their work starting with the driving force of the Career Pathways committee, and the sectors to focus on next for potential career pathways map. They intend to meet at different business and training center sites to gain a better understanding of employers' needs and training available.

Youth/Education – Patty Fleege – approved the updated youth work plan, incentive/support service policy, and new Individual Training Account (ITA) policy, and reviewed the updated Unified Youth Plan.

Governance – Marla Halvorson – keeping on track to ensure compliance regarding business membership; board assessment may be put on hold; perhaps it will be done every other year vs every year. The Intercultural Development Inventory (IDI) may be used as the annual board assessment.

Executive – Mary Ferguson – to facilitate board development, our next meeting will be at Grandma’s Restaurant (Sandbar room) with an option to meet afterwards for social interactions.

Community Engagement, Marketing & Outreach – Betsy Harmon – instead of meeting, members were encouraged to attend any of the many events going on: CareerForce cultural workshop rebranding April 11th, Workforce Solutions series April 18th and May 16th, 9th Annual Northland Job Fair April 12th, Jump Start Your Job Search, UI information training for Business May 16th; Workforce Success Roundtable March 28th. Ongoing efforts will focus on the CareerForce rebranding making the CareerForce Center less of a secret.

Ongoing Efforts

One Stop Operator RFP (due April 23rd) – Betsy Harmon – due on April 23rd; needs to be approved by the Governance committee, then the full board.

Northland Job Fair April 12th DECC update – Betsy Harmon – they heard lots of positive comments about the event; 115 employers; steady traffic all day; over 600 job seekers; higher quality candidate; job fair preparation workshops were presented; good advertising; survey results to follow.

Director’s Report – Carol Turner

Board Membership – Jim Laumeayer, Owner/CEO, Laumeayer Human Resource Solutions, is our newest board member. Jonathan Ballmer, Gardner Builders, has been contacted for possible membership. He expressed interest, and indicated he would submit his initial interest and introduction information.

CareerForce Branding – CareerForce online, signage, etc. will launch in Oct. 2018.

DEED agreed to fund signage. NEKA Creative, the marking firm hired by DEED to conduct the rebranding process, facilitated a regional “CareerForce Brand Cultural Workshop” on April 11th to discuss “living the culture” of the new brand.



Grant Applications

- WESA (Women’s Economic Security Act) - MN Women and High Demand, High-Wage, Non-traditional Jobs Grant Program – \$141,499 grant.
 - A partnership with DWD, SOAR, LSC, ABE.
 - Focus is on increasing understanding, awareness, and exposure to apprenticeships for women and girls. Eligible participants include:
 - Women of color (American Indian, Asian, Black or Hispanic) over age 18
 - Girls of color (American Indian, Asian, Black or Hispanic) under age 18
 - Women over age 50
 - Low-income women (less than 200% of poverty)
 - We will coordinate tours for women to visit local apprenticeship training centers (Carpenters, Electrical, Plumbers & Steamfitters, Sheet Metal and Iron Workers), and LSC’s Electrical program; develop materials that help individuals navigate and access apprenticeship opportunities; provide short-term training in Machining; and support at least 6 women in SOAR’s Carpenters Preparatory Apprenticeship Program.
- Pathways To Prosperity (P2P) – As of 4-13-18, no award announcements have been made. However, our submission is being considered for funding by the Minnesota Job Skills Partnership (MJSP) Board, and we have been asked to attend the next MJSP board meeting on Monday, April 23, 2018, to potentially address any questions regarding our submission. If funded, it will support two rounds of training each in Health Services, CNA and CDL.
- Unified Youth Plan – UPDATE ONLY – The Youth Committee approval updates, and the plan has been sent to and approved by DEED.
- Youth Competitive Grant (2nd year update) – due to DEED by May 4th - The Youth Committee will review/discuss/provide input for approval during the April 24th meeting.

Meeting Adjourned at 4:26 PM

**NEXT MEETING
Monday, May 21, 2018
3:00-4:30 PM**

Grandma’s Restaurant – Canal Park (Sandbar Room)