




Workforce Development Board

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Meeting Minutes

Monday, May 15, 2023; 2:00 – 4:00 p.m.

**St. Louis County Government Services Building,
320 W. 2nd St., Lake Superior Room, Duluth, MN**

Present:

Kayla Dietzmann, Director of HR & Marketing, SCS Interiors
Brian Durand, Project Executive, McGough
Chiamaka Enemuoh, President, Lifestone Healthcare
Emily Edison, Executive Director, SOAR Career Solutions
Claire Farmer-Lies, Marketing & Communications Specialist, Residential Services Inc.
Angie Frank, Manager, Duluth Adult Education
Susie Gilbertson, Sr. Recruiter, Maurices Corporation
Lindsey Growette Stingle, Human Resources Director, National Bank of Commerce
Marla Halvorson, HR Director, St. Luke's
Monica Haynes, Director, UMD Bureau of Business & Economic Research
Julie Johnson Atkinson, Vice President of Sales, Visit Duluth
Chaquana McEntyre, President, Family Rise Together
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
Scott Vezina, Director of Communications & Marketing, Goodwill
Ian Vincent, Senior Business Developer, APEX
Amanda Yates, Assistant Director Economic Services and Supports, St. Louis County
Elena Foshay, Director, Duluth Workforce Development
Carson Gorecki, Northeast Regional Labor Market Analyst, DEED
Carol Turner, Operations Manager, Duluth Workforce Development

New CareerForce videos were viewed

Meeting called to order at 2:12 p.m.

Public Comments: None

The Equity Lens: Effective Allyship, presented by Emily Edison and Claire Farmer-Lies

- Questions were posed for small groups to discuss:

- Think of a time when you felt valued at work. What in that interaction made you feel valued? How did that change how you interacted/behaved?
- Think of a time when you did not feel valued at work. What in that interaction made you not feel valued? How did that change how you interacted/behaved?
- Discussion:
 - A little bit of recognition goes a long way
 - Recognition individually is great and recognition to a group can be even greater
 - Center recognition on organization's values
 - When you feel valued, you care more
 - Makes you feel more comfortable bringing new/out of the box ideas
 - How new ideas are received the first time sets the tone
 - Can hurt the organization if new ideas are not flowing/are not invited
 - Feeling like you can bring new ideas - supervisor sets the culture/tone
 - Feeling invisible/ignored sticks with you for a long time
- When you see someone who is not feeling valued, how can you be an ally?
 - When someone's idea is turned down, asking more questions about that idea
 - Speaking up, "Someone else has something to say" or "I'd like to hear more from, ____."
 - Having a structure for taking turns speaking so that everyone has the opportunity to speak. (Scott Vezina recommends EDS)
 - If you were speechless in a conversation, it's okay to go back later and discuss it.
 - 360 evaluation
 - Being put into a place where someone doesn't even want to share, those who truly need their ideas aren't getting them. Organization and community is impacted.
 - When you observe a dynamic, step in to call it out and gently (or assertively) carving out space for other voices
 - Reframe the interaction, validate what happened or how it felt
 - Speak up for what's right, either in the group or one-on-one
 - Can't be an effective ally if you don't practice
 - Communicate - make sure everyone has the information so they can make a meaningful contribution
 - Circle back to a conversation to address something that happened
 - Intentional turn taking to step in to leadership role
 - 360 Evaluation
 - Ask the other person - how do you think that played? How do you think that discussion went?
 - Not feeling valued has a silencing effect, feels draining - emotionally exhausting

Action items:

- March 20, 2023 meeting minutes were approved by board members in attendance
- Reminder to complete Oath of Office
- Governance proposal to create a youth seat on the board
 - Emerging Workforce Committee has questions and recommendations they're working on
 - Creating orientation and mentorship
 - Youth member would be involved in sub-committee(s)
 - Bylaws were approved/amended by board members in attendance

Updates & Announcements:

National Association of Workforce Boards (NAWB) Conference debrief

- Main takeaway-We're not depending on federal funding at the moment. It's up to states and local areas to invest in workforce development.
 - The state of Minnesota is interested in investing in workforce development.
 - This is a good opportunity for workforce boards to better assert their role and influence at the local level.
 - Start thinking of ways to make our workforce board better known
- Huge focus on federal infrastructure bill
 - There is a big push nationwide for local areas to help fill jobs needed for those projects
- Good Jobs, Great Cities cohort
 - We were selected as one of 15 cities nationwide
 - A local group will be formed including companies and organizations
 - A smaller core group will travel to Washington D.C. a couple times for intense technical assistance with the U.S. Department of Labor. We will have access to the best and brightest in the country on this topic.
- MNDOT is already doing a lot to invest in workforce development on a local level.

Minnesota Association of Workforce Boards (MAWB) Summer Meeting, August 2-4, 2023

- If the new DEED Commissioner is named, they may be in attendance
- Panel on role immigrants can play to help address workforce crisis
- Panels on state and federal policy
- Elena Foshay to be voted in as Chair

State Legislative update

- Twice the funding for youth for the next two years
- Drive for Five (DEED initiative)
 - Will support workforce strategy in technology, construction, healthcare, manufacturing, education and professional services
 - Money for job training grants, trade associations and chambers of commerce to help with job placement
 - DEED to hire business services staff
 - Office for New Americans will be established
 - Targeted population for workforce programs
 - Small community organizations located in underserved neighborhoods
 - Capacity building grants
 - Funding for DEI training for small employers
 - P2P funded at same level as last couple years
 - \$21 million for expansion of child care programs
 - State dislocated worker program has a little additional funding

Hiring Now! Job Fairs

- Two have been held at CareerForce in Duluth
- 6-14 employers and about 30 job seekers attended each event
- Another job fair is being held June 7, 2023

Construct Tomorrow

- Evening event attended by 200 people

Employer Champions Initiative

- Next session June 1, 2023
- Topic, effective allyship

Success Story from CareerLab (computer lab)

- Client used our computer lab and worked with staff to apply for job at Essentia Health. Was hired in Behavioral Health for \$20-23 an hour.

Juneteenth

- Held at Harrison Park on Sunday, June 18, 2023, noon-6 p.m.
- Hosted by Family Rise Together
- Tables still available, go to twinportsjuneteenth.com
- Beauty pageant being held for the first time
- Love Your Block grant, dumpsters to clean up houses and alleys, Saturday, June 17

Career Pathways presentation – Betsy Hill

- Goals for Career Pathway Programs
 - Educate our community about what careers are available and how to get started
 - Provide opportunity and supports to underrepresented populations to achieve career goals
 - Create a workforce pipeline of ready and available workers for high-demand jobs with high wage opportunities
- Current grants:
 - P2P On-Ramp to Career Pathways
 - Work Readiness Skills, Contextualized Reading and Math Upskilling
 - P2P Bridge Grants
 - Healthcare: CNA, TMA, Health Services (Medical Office)
 - Construction: Building Strong Communities Program
 - P2P Individualized Training Grant
- How can we achieve our goals?
 - Determine what skills are needed to fill the gaps between employer needs and job seekers readiness
 - Create a short-term training options to get job seekers started toward long term career goals

- Provide supports to help participants navigate barriers to success
- Credential Attainment
 - 80% of those in training have achieved a credential or are still in training
- How you can be involved
 - Employer connections to increase employment outcomes and connections for participants
 - Marketing expertise needed
 - Widening the net of outreach for participants
 - Additional training option beyond current funding

Discussion – Career pathways and industries of focus for 2023-2024

- What industries will we focus on in our next round of career pathways training?
- The last time we talked about this, based on data, we chose construction, healthcare, transportation, warehousing and logistics, and manufacturing. (Listed in our local and regional plan.)
- Carson Gorecki gave a presentation at the March board meeting about jobs in demand. Now we can take that information and the information Betsy Hill just talked about and decide what we're going to focus on.
- We have to focus on healthcare because it's the largest industry in our region.
- Construction and CDL are occupations that are in demand and set to grow, as well as automotive technicians.
- Manufacturing jobs offer high wages and lots of career pathway opportunities. We have a strong manufacturing sector locally and are hoping to attract more companies.
- Professional and business services are projected to see job growth. This category includes a large number of professionals.
- The state is interested in growing the IT sector.
- **All board members in attendance voted to approve the following industries of focus for our next round of career pathways training:**
 - Healthcare
 - Construction
 - Manufacturing
 - Transportation, warehousing and logistics
 - Professional and business services, with a focus on IT

Meeting adjourned 4:00 p.m.

Next meeting is Monday, June 12, 2023; 2:00-4:00 p.m.