

Duluth Workforce Development Board Meeting
Monday, May 21, 2018 ★ 3:00 – 4:30 p.m.
LOCATION: Grandma's Restaurant – Canal Park (Sandbar Room)

Meeting Minutes

Attending: Tamara Arnott, Andrea Chartier, Emily Edison, Ellie Egan, Mary Ferguson, Patty Fleege, Betsy Harmon, Monica Haynes, Lacie Jurek, Colleen Kelly, Laura Krollman, Jim Laumeier, Rachel Loeffler Kemp, Stacy Oltmanns, Paul Pederson, Matt Silverness, Joel Vena, Brad Vieths, Ian Vincent, Sonia Vinnes, Amanda Yates, Shawn Herhusky, Heather Rand, Carol Turner, Erik White.

Excused: Lindsey Growette Stingle, Kim Hall, Marla Halvorson, Sandy Kolasinski, Pam Kramer, Susan Wallerstedt

Absent: Dick Barlage, Jason Davis (Jeremy Browen), Brandon Hendrickson, Jay Ott

Welcome & Introductions – Heather Rand called the meeting to order at 3:10 PM. Introductions were made. Members shared their favorite regional beverage of choice or Grandma's Marathon story. Welcome New Member – Jim Laumeier, Owner/CEO, Laumeier Human Resource Solutions.

Approval of Minutes – April 16, 2018: Motion/2nd to approve the minutes passed.

Mayor Emily Larson – Thanked board members for volunteering. She stated workforce development issues are a priority for her and our community this year. The Director of Workforce Development job posting will remain open through the end of the month. Mary Ferguson was asked to be on the screening committee. The Mayor asked for input regarding what she needs to know from the board's perspective when hiring for the position.

Discussion ensued - Good communicator; be on top of tasks/to do lists; establishing and maintaining strong partnerships; a vision for capturing opportunities to serve hardest to serve; understanding concept of Duluth being a center of economic regional conversation; put heels in the ground to represent the north; fight for changes; strong presence in St. Paul; expand on the diversity of the board re: sectors, industries, people of color, etc.; expert in grant writing, performance measures, follow up; an eye for marketing Duluth as a center for innovation, technology, entrepreneurship and retaining students to develop their careers; working with middle/high school/college academies to keep talent in our community; recruit immigrant population; awareness the WFC is a building full of partners; ability to work together is key; DEED partnership.

Local Workforce Development Area subsequent designation request – The board and the Mayor agreed to continue subsequent designation and will write and send a letter to DEED. Letter sent May 24, 2018.

Regional Plan Update (letter included) – for approval – Mary Ferguson – Members reviewed a letter to DEED indicating the updates to our regional plan. Motion/2nd to approve the plan updates passed.

Local Plan Update – Mary Ferguson – Due to a delay in receiving a formal guidance memo from DEED regarding a routine requirement to update our local plan, members agreed to request an extension to Sept. 30th.

One Stop Operator Recommendation for approval – Monica Haynes - One proposal plus one additional inquiry were received. The Governance Committee recommended approval of the *Duluth Workforce Development Partnership's* proposal to be our One Stop Operator for a period of up to four years. Motion to approve/2nd for the *Duluth Workforce Development Partnership* to be the One Stop Operator for a four-year period – Motion passed. Betsy Harmon and Sonia Vinnes abstained from the vote.

Job Service 2017 Annual Report – Betsy Harmon – Shared copies of the report

Director of Workforce Development hiring update– Heather Rand – To date, 22 applications have been received. The job posting closes May 31st. Mary Ferguson, Heather Rand, Michelle Ufford, and perhaps one other individual will be on the screening committee. Board members are encouraged to broadcast the job posting widely.

Workforce Solutions Series (May 16 event recap) – Heather Rand – Thanked the planning committee for their work on making the all three events successful. Feedback from the audience indicated the events were very helpful and provided valuable information. Just under 100 people attended the event in Duluth, and approximately 40 attended in Grand Rapids. A suggestion was made to possibly recruited audience members to serve on a WF Board committee. Discussion ensued whether to continue offering additional events.

Northeast Regional Healthcare Workforce Summit – Shawn Herhusky
(Thursday, June 7, 2018, MN Discovery Center, Chisholm; 12:30 p.m.-1:00 p.m.

Lunch and Networking; 1:00 p.m.-4:00 p.m. Summit). Join healthcare and

workforce professionals from across the seven counties of Northeast Minnesota for a summit focused on employee shortages and other workforce challenges in the healthcare industry. You will have the opportunity to network with other healthcare providers from the Northeast Region and to participate in discussions that will help shape workforce priorities and initiatives.

This event is sponsored by the Duluth Workforce Development Board, the Northeast Minnesota Workforce Development Board,



and the Minnesota Department of Employment and Economic Development. This event will be facilitated by the National Rural Health Resource Center.

Committee Reports

Diversity & Inclusion – Emily Edison/Amanda Yates – The committee continued its discussion of local and regional data related to diversity/inclusion/equity/disparities. Erik White shared new regional data from DEED titled, “Northeast Minnesota Regional Disparities by Race and Origin”. Committee members agreed the Workforce Solution Series drew a broad audience. The committee expressed interest in continuing the series and would like a session (or a piece of each session) dedicated to addressing equity and including tangible tools to increase diversity/inclusion and retention. A joint regional meeting with members of NEMOJT and Duluth Workforce Boards’ equity committees, along with an Intercultural Development Inventory (IDI) Qualified Administrator, will take place to discuss the costs, implementation, and process of using the IDI, a cultural competency assessment tool regarding cultural awareness of individuals or groups.

Career Pathways – Brad Vieths – Members met at the Iron Workers facility to gain a better understanding of employers’ need and available training. The committee is trying to determine their focus, driving force, and action items for the coming year, and the sectors to focus on next for potential career pathways map.

Youth/Education – Patty Fleege – Completed a remote overview of the employer survey YES Duluth is using to connect youth to employers

Governance – Monica Haynes – Monica organized electronic documents in the shared Dropbox; the One Stop Operator proposal was reviewed, scored and recommendation for board approval (see above); discussed recruitment efforts to ensure we remain in compliance to required representation; private business needs to be at least 51% of the board composition; the entire board should participate in recruitment for private business sector.

Executive – No meeting

Community Engagement, Marketing & Outreach – Betsy Harmon – Reviewed a brief preview of the new CareerForce website “wireframe” in preparation for its Oct. 1st roll out; the new website will be more “Amazon like”. Members were encouraged to attend one or more of the upcoming workforce related activities including the 3rd session in the Workforce Series Solutions planned for May 16th in both Grand Rapids and Duluth which will focus on Retention, the Unemployment Insurance Information for Business sessions in Grand Rapids and Duluth, and the July Veterans Job Fair. Members discussed submitting a proposal to present on CareerForce at St. Louis County Health and Human Services Conference Oct. 11-12.

Ongoing Efforts

Director’s Report – Carol Turner

Grant Update

Pathways To Prosperity (P2P) Connections to Careers in Healthcare and Construction - Approved for the full grant amount of \$326,216. The program will prepare participants with the skills and credentials needed to enter into in-demand employment in Certified Nursing Assistant (CNA), Health Services, and Commercial Driver’s License (CDL) careers and/or access additional education. This is a partnership with the City of Duluth Workforce Development (DWD), Community Action Duluth (CAD), SOAR Career Solutions (SOAR), Lake Superior College (LSC), Adult Basic Education (ABE). Employer partners (*St. Luke's, Essentia Health, Aftenro, Ecumen Lakeshore, Boldt, Jamar, Bricklayers & Allied Craftworkers Local #1 MN/ND, and Jeff Foster Trucking, Inc.*) have committed to engage with participants to ensure they have a foundational understanding of each organization's application process, available jobs, and organizational culture. They will also share information about the tasks and responsibilities associated with specific positions.

Closing Comments – Next meeting, Monday June 18, 2018 Room 303 City Hall

Meeting Adjourned at 4:35 PM

Socialization followed – Grandma’s Restaurant – Canal Park (Upper Deck)