



GWDB Quarterly Business Meeting

Meeting Minutes

Wednesday, February 12, 2025, | 10:00 a.m. - 4:00 p.m.

In-Person Meeting at

Minnesota Humanities Event Center,

987 Ivy Ave E, Saint Paul, MN 55106

GWDB Members or Agency Designees	GWDB Guests and Staff
Naveen Aggarwal Hannah Alstead Misun Bormann Deb Broberg Brian Bruess Shannon Bryant David Campana Barry Davies Cate Duin Kevion Ellis Shannon Geshick Deborah Gleason Surya Iyer, (GWDB Chair) Erica Lester Josiah Litant Angela Mansfield Nicole Mattson Ted Mondale Mary Niedermeyer Sandra Pulles Jeffrey Rainey Marisa Rivera-Luego Al Rodway Nola Slagter-Johnson Linda Sloan Roy Smith Rob Stark Matthew Varilek DeLinda Washington, (GWDB Vice Chair) Brian Zirbes	<p><u>Guests</u> Jess Niebuhr, System Director for Strategic Partnerships, Minn State</p> <p><u>GWDB Staff</u> Katie McClelland, Director Sonji Davis, Workforce Policy Coordinator Patti Balacek, Workforce Development System Coordinator Nolan Thomas, PROWD-GWDB Employer Engagement Specialist</p> <p><u>DEED Staff</u> Adesewa Adesiji, Workforce Strategist Liz Jennings, Employer Engagement Supervisor Natasha Jerde, Director State Services for the Blind Liz McLoone, Employment and Training Program Specialist Sr. Jessica Miller, Director of Workforce Strategy Ahmed Mohidin, Program and Performance Coordinator</p>

Welcome and Introductions

The GWDB Meeting began at 10:05 a.m. The GWDB Chair Surya Iyer, and the Co-Chair DeLinda Washington gave the call to order and opening remarks.

Attendees were asked to introduce themselves to one another at their tables.

Thank you for your service – GWDB Chair Surya Iyer acknowledging members who have completed their GWDB Board assignment.

- Scott Parker
- Paul Pribbenow
- Ralph Jacobson
- Amanda Hardy
- Tuleah Palmer
- Eric Nesheim

Welcome new members

- Jeremy Andrist
- Brian Bruess
- Deborah Gleason
- Erica Lester
- Ted Mondale
- Marisa Rivera Lugo

Approval of the Joint Annual Winter Meeting minutes from 12/12/24

- Motion made by Deb Broberg and 2nd Jeffrey Rainey – Approved Minutes

Approval of the GWDB Quarterly Report

- Motion made by Rob Stark and 2nd Barry – Approved GWDB Quarterly Report

Update with Commissioner Varilek

- Acknowledging impacts of the federal funding freeze/negative impacts on MN. On a monthly basis 1.8 billion dollars flows through MN. UofM looking at what will be the consequence of the funding freeze on Minnesota's, Farm groups, Medicaid, DEED's Budget – much of our work is federally funded (WIOA Program, Small Business, Broadband (652 mil to extent broadband across the state), UI, and SSB. He assured attendees that his teams monitoring it all.
- The strong change when it comes to inclusion. Our mission – we continue to try and do this work. Mass deportations, tariffs and beyond that is the fear that our communities are experiencing. We are watching it carefully and plan to control the things that we can control.

- Update on the GWDB and IWA – Reimagining the role of the GWDB. We conducted surveys and listened to recommendations from organizations like MAWB. Studied best practices happening in other states and took into consideration the Governor’s priority for MN - To achieve a balance of 4.4% for the Job Vacancy rate. The Governor’s office and I have asked Katie McClelland to take on this work with tight coordination between these two entities (GWDB and IWA). We have a small surplus in the coming year but in the biennium, we expect a deficit. There will be a wider set of responsibilities for Katie, and therefore we have decided to elevate her role. In addition the GWDB Director she will be the Senior Director of Strategy Alignment. Discussions are happening to create internal alignment and coordination across state government.

Interagency Workforce Alignment (IWA) Update

Assistant Commissioner Angela Mansfield – presented the Quarterly Update for the IWA

In 2024 they created two work groups,

1. Thriving Workforce Group
2. Workforce Inventory System

The IWA Taskforce – decided on a 2 area focus

1. Healthcare
2. Education

The primary goals/aims

1. Alignment
2. Metrics
3. Retention

Overall Goal – To use the GWDB Caring Professionals Committee to create greater alignment in how healthcare partners across the state improve job quality and lower turnover rates to impact the overall job vacancy rate with a focus in the long-term care industry and direct care occupations.

Overall Goal – To use the GWDB Education Committee in partnership with P-20 to create greater alignment between internal and external educator pipeline initiatives.

The primary participants will include many of you –

GWDB Caring Professionals Committee – MDH, DHS, Healthcare Workforce Council, MN State, HEIP, labor unions, other relevant external stakeholders

GWDB Education Committee – OHE, MDE, P-20, GWDB, DCYF, DEED, DLI, MN State, and PELSB

The IWA Healthcare work – External focus job quality and retention.

Discussion question posed from GWDB member -

How did we arrive at the chosen goal/focus for Caring Professionals? She felt as though this would be a great place for employers to offer their input.

- GWDB Director explained that the goal is to have member feedback helping to make these decisions. It is both wanted and appreciated. Listing a focus is a place to start.

WIOA's Charge for the State Workforce Board -Katie McClelland, GWDB Director

Introduction of GWDB Team members (Patti Balacek, Sonji Davis, and Nolan Thomas)

How the state Board shall assist the Governor. To make sure that the WF Dev Board is responsive to the people's voices on how the board is supposed to work.

How do we help connect the dots to the governor's priority?

We work as a connector, as a convenor, and as a conductor.

We look to best practices – and determine what we establish will be crucial for our success here in MN. Utilizing NGA (National Governor's Association) – to obtain information on high performing boards.

In 2023, the GWDB Director called on State Program Administrators, Local and Regional partners in developing Minnesota's updated State's vision, goals, and strategies. Collaborating on agreed upon goals aided in the alignment of state, local, and regional WIOA planning.

Role of the State Board and how can we best identify goals?

Minnesota currently has the largest WF Board in the country

Alignment - Wanting to use our committee structure – in making sure that our strategies are aligned

Metrics - Making data actionable to inform decision-making process -(want to create benchmark for our own success)

State and Local Boards as partners – (Vision/Partnership/Accountability)

- Connector: Local boards help develop the system-wide vision and goals
- Convenor: Local boards mirror, support, and inform the state-level model of developing and managing strategic partnerships
- Conductor: Data and feedback from local boards is necessary for an accountable and high-performing system

Mission and Vision – Patti Balacek, Facilitator

Seeking input from Board Members on established Mission and Vision

- During lunch, the small group will identify a GWDB member to point out
 - a point of interest during the discussion
 - or one of your 1-5 year vision items
- After lunch, that member reported out for their small group – group feedback discussion points:
 - The word "Attracting" was missing
 - Felt the current mission isn't inspiring – To be the nations leading Northstar for workforce development and economic prosperity
 - Making sure the mission and vision can handle changes in current administration/stand the test of time – remembering to use our imagination of what workforce is (ex. people w/disabilities, older people, etc.)

- Too many words in current statement and not showing where we want to be – we should make it inspire to be an organization that’s playing a pivotal role (ex. it’s made for everyone)
- We asked ourselves about the word align...competitive positions what does that mean
 - They didn’t love citizen and felt that we should find something more inclusive, (ex. Using terms like people or Minnesotans).
- Spent a lot of time on the word citizen – All MN’s are engaged contribute and benefit from the vitality of the MN economy. More emotionally inspiring
- For both the mission and vision statement – we want to use more uplifting, and supportive verbiage

Building Alignment within Workforce Development – Katie/Sonji

WIOA State plan and coordination with State, Local and Regional WIOA Planning

Brainstorming Measurable Goals

Goal Metrics –

We have to use data and metrics to establish accountability

Aligning measurable metrics to our 3 established WIOA State Goals (below)

After the small groups brainstorm metrics and measures for one of the three WIOA State Goals

1. Interagency Coordination
2. Employer-led sector partnerships
3. Create a more inclusive, equitable, accessible and proactive workforce system

Writing the proposed metric or measures on Post-It notes

- If time permits work on additional goal options

Larger Group Discussion – yielded the following questions on metrics:

- Where currently are we?
- We’ve seen these goals for a number of years but where are we?
- How can we focus on future goals if we don’t know?
- Our systems together – Powerful collective action
- What does a 4.4% Vacancy rate actually means?
- What does each metric actually mean?
- Are we learning from our neighbors? NGA for example, very interested in finding out about similar metrics from a similar state.
- What you all came up with, but also some best practices work
- If we are all one work force development system...the value of a cohesive brand
- How you would measure quality of education programming and all the different types of education (different systems- register apprenticeships, etc.)
- Are these the four main categories: employers, community, educators, and government?
- Are we missing other categories? If so, are we doing this work in the capacity that we t
- If we do that and can map what that system looks like we can map the roles. We are creating the environment for students at MDE so they can join community and create a better place. So if we understand across our system and how to create a landscape together, we’ll understand how to build that. We can champion together. But right now it’s

all so disconnected...if it doesn't do the thing it needs to do to benefit that "industry" worker.

Crafting Strategies to Accomplish Goals – Patti Balacek

Difference between strategy and tactic

Strategy

- Changing brand perception
- Diversifying revenue
- Verticalizing content

Tactic

- Putting your brand on a billboard
- Launching a new product
- Building a landing page for each vertical

In small groups members were asked to create strategies:

- Write the metric/Goals at the top of the Flip-Chart paper
- Brainstorm what strategies will help achieve our metrics/goals
- Capture on Post-It notes and place on Flip Chart

Brainstorming Potential Strategies:

#1 Table - Strategies

- Promote interagency partnerships
- Increase the reach of workforce programs
- Evaluate current funding and programs
- Create a one-stop for people seeking information
- Improving interagency referrals
- Enhance interagency communications (each agency giving the same information)
- Create MOUs for interagency collaborations
- Take IWA Model and expand...federal model
- Update workforce system funding and operations chart

#2 Table – Strategies

- Value proposition
- Focus on in demand sectors
- Targeted outreach
- WF center programming
- Ensure K-12 MN's are ready
- Assoc's Brand People/HR
- Increase participation of BIPOC
- Commit to a process
- Increase work-based learning

#3 Table - Strategies

- Develop talent and collaboration between employers providers of Education and employers
- Dating app between the colleges and new graduates – for faculty to have a better knowledge of industry in their communities
- Opposite for adjunct – teacher exchange?

- Learners connected to employers before completion
- New technology to connect employers to the completers
- High school teachers experience and exposure to jobs in their communities

GWDB Committee Updates – Director Katie McClelland

We are only going to solve our workforce challenges by looking at underutilized populations.

We are setting context before moving into – prepandemic levels of 4.4% job vacancy rate.

Some of the gaps aren't new. We are changing the way we talk about them.

Barriers to employment – what are we looking for? As we identify this – we will look at language used in the WIOA Statute. We should be safe in using some of this language. What is the statute and how do we make sure that we are following the law?

Data Analysis – Nolan Thomas, GWDB

- Current Status of the three-Year Goal: Drive for Five Sectors' Job Vacancy Rates
- For every 10 jobs open there are 6 job seekers
- Underutilized Talent Pipeline – Either above or below the labor workforce participation rate (data disaggregated – chart)

Feedback from members

- Need to have better State and Local Collaborations
- Need for shared Action across committees
- Need for adaptability & Innovation
- Need for clear Shared Metrics
- Staying up to date on WIOA

Group Discussion

- The chart shows availability by sector
- It shows us where the pain points are and where we need to pivot
- As we have the conversation on metrics and goals – having this data is great but wondering if the 2023 data – is the most up to date? At least, within the last year and a half has this changed.
 - There is a lag in time when requesting data. We work closely with DEED LMI Team.
- The SE Asian community in MN is very large and when we disaggregate data, we want to make sure we aren't missing numbers
- Would love to have a focus group with businesses. Asking them what are their thoughts on hiring some of the identified populations?
- In industry this is the starting point...If we fixed all of the start bars and brought them to the black line where would we be?
- At the end of the day, we need to understand the foundational reason behind this data. It will inform next steps. Data needs to be understood before we react to it.
- I would love to see the disaggregation over time. What path have we build?
- A lot of this is self-identification data and could be driven by that.
- Education could be an essential barrier...breaking down what is causing the gap?
- Are we looking at the data compared to specific industries?

- Are we considering the overcriminalization of black and brown individuals (employment opportunities are removed)?
- Some data was removed – and not represented in the chart if its meeting or exceeding expectations
- Are we capturing jobs that don't require a degree?
- What is the definition of high quality jobs?
 - We don't have a statewide definition yet for high quality jobs.
- The need to have industry partners offering knowledgeable suggestions and information
- Is there a way to pull data on women, and women with children, and populations with degrees but are unable to work?
- Self-identifying vs not reporting – will this change based on the current climate affect reporting?
 - Stigma associated and not reporting due to disability, veteran status, etc.

GWDB Executive Committee and Committees Overview

Executive Committee

Membership: Chairperson, Vice Chair, Standing committee chairs, DEED & Education

Commissioners, labor & education representatives

Existing GWDB Committee Structure – (Discussing a Proposed Committee Structure)

Full GWDB Board

Executive Committee

Standing Committee:

1. Industry Partnerships
2. Innovation
3. Talent Pipelines (possibly 3 or more sub-committees TBD)

Industry Partnership Sub-committees

1. Caring Professionals
2. Education
3. Manufacturing
4. Trades
5. IT

Group Discussion

What are your biggest priorities for the GWDB Committees to address?

- Education is my number one priority and how do we keep students in school (especially important for Latino students), Education as it relates to industry and partnership
- At the local level, I want to make sure that there is connection to the local level boards
- State statute does require that we have an Executive Committee
- I don't know that these are the right three but I do think you would be better served to go with a smaller number
- I appreciate the new structure but I would just hope that the equity piece does not get lost
- From an IWA perspective – this is not changing for the Commissioners and the priority is not changing at all

- WIOA is a federal program – we did get a cease and desist notice – a TEN was sent but we have not yet made changes, but it is an active process. There is a lot of uncertainty.
- Love the idea of streamlining committees. Where would transportation, housing and childcare reside?
 - We were thinking, talent pipeline committee -and possibly a taskforce/sub-committee
 - Options to be specific about the solution
- We are going to bring all of this to our Chair and Vice Chair and possibly having a vote for the next meeting

Surya Iver, Board Chair – Closing remarks