



GWDB Quarterly Business Meeting
Joint Annual Winter Meeting with GWDB and MAWB
Meeting Minutes

Thursday, December 12, 2024, | 10:00 a.m. - 3:00 p.m.

In-Person Meeting at
 Edinburgh Golf Course,
 8700 Edinbrook Crossing, Brooklyn Park, MN 55443

GWDB Members or Agency Designees	MAWB Members, Guests and Staff
Carol Anderson Josh Berg Misun Bormann Deb Broberg Shannon Bryant, (Minnesota State) Emma DeVera (MDE) Jami Doeden Kevion Ellis Troy Haugen Sam Heimlich Senator John Hoffman Surya Iyer, (GWDB Chair) Steve Kalina Katie Lundmark Marc Majors (DEED) Nicole Mattson Mary Niedermeyer Jeffrey Rainey Ali Rodway Linda Sloan Shannon Sloan Rob Stark DeLinda Washington, (GWDB Vice Chair) Brian Zirbes Commissioner Matthew Varilek, DEED	<u>Guests</u> Brad Hasskamp (MDE) Julie Dincau (MDE) Dr. Jennifer Eccles Jo Faust Arlyce Cucich <u>GWDB Staff</u> Katie McClelland, Director Sonji Davis, Workforce Policy Coordinator Kay Kammen, Sr. Policy Analyst Patti Balacek, Workforce Development System Coordinator Nolan Thomas, PROWD-GWDB Employer Engagement Specialist <u>DEED Staff</u> Ama Akakpo, DEED Lena Balk, DEED Rita Beatty, DEED Jeremiah Carter, DEED Jeanna Fortney, DEED Liz Jennings, DEED Mike Lang, DEED Art Larsen, DEED Liz McLoone, DEED Jessica Miller, DEED Reggie Worlds, DEED

Call to Order and Welcome

The GWDB Meeting began at 10:05 a.m. The GWDB Chair Surya Iyer, and the MAWB Chair Commissioner Scott Schulte gave the call to order and opening remarks.

New Members

- Introduction of new GWDB Staff members by GWDB Chair Surya Iyer, President & COO, Polar Semiconductor and GWDB Vice Chair DeLinda Washington, Senior Vice President, Chief People Officer, HealthPartners
- GWDB – New staff members
 - Patti Balacek
 - Nolan Thomas

GWDB Business Meeting

- GWDB Board Chair Surya Iyer and GWDB Vice Chair DeLinda Washington
 - Chair, Vice Chair, and Staff Introductions
 - GWDB Meeting Goals
 - September Meeting Minutes – Action Item, Vote to approve
 - Made a motion to approve the minutes – Misun Bormann
 - Second the motion – Sam Heimlich
 - Chair’s Quarterly Report
 - Sent to members. Appreciate any feedback on the new format.
 - Motion to approve - Rob Stark
 - Second - Kevion Ellis
 - GWDB 2025-2026 Meeting Schedule
 - In-person member retreat at DEED with NGA facilitation
 - All upcoming quarterly meetings will be held in-person
 - Motion to approve - Deb Broberg
 - Second - Jeffrey Rainey

MAWB Business Meeting

MAWB members discussed their 2025 Legislative Platform and Priorities. They are advocating for ensuring the Workforce Development Fund remains focused on prioritizing support for the State DW Program to ensure consistent services delivery. Additionally, they are advocating for making the FY24-25 supplemental funding increase to MYP permanent and ongoing.

Interagency Workforce Alignment Update

DEED Commissioner Matt Varilek

- Commissioner Varilek gave an update on the Interagency Workforce Alignment (IWA) group.
- Moving forward IWA will provide quarterly updates.

- Process in place with One MN
 - That it has given us a venue for lots of interagency coordination and collaboration.
 - In particular, focusing on the following 5 agencies: DLI, DEED, OHE, MDE, DHS – there is a need for increased collaboration and set structures.
 - On a quarterly basis the GWDB will see someone from the IWA group attending the GWDB meetings offering an update.
 - IWA thought for a while as they were pondering potential structures and how best to work together and share information. They want to continue seeing the benefits increased engagement. IWA looks forward to tackling workforce issues and working with Director McClelland, Deputy Director Majors, and the GWDB. IWA's holding themselves accountable for reaching 4.4% Vacancy rate overall and in the Drive for 5 sectors. Addressing established priorities, identified timelines, goals, and strategies for implementing by 2027.

Example of the groups work:

A Workforce Inventory Work Group was formed to develop a Workforce Inventory Pilot. The purpose of this inventory is to create visibility of workforce supports across agencies to enable more informed decisions. Projects stemming from having conversations and exchanging ideas.

Discussion Questions

- Are the DCYF – Dept. of Children Youth and Family included in these conversation?
 - No not at this time.
 - Possibly they will be added to the later. This is early in the process and they are testing it out. Perhaps other agencies will be added.
- As County Commissioners prepare budgets are there considerations we should be thinking about?
 - There are really so many question marks we will need to keep a close eye on this as for shifting responsibilities elsewhere. It's a dynamic that we face here in the state looking at the budget and great drivers don't know if I have any answers
- What do you envision for Caring Professionals?
 - 20 mil was the appropriation. We were focused on nonprofits to fill that pipeline and putting special emphasis on professions. Grants to nonprofits making people aware of those opportunities. Given the forecast it's even more important. If there are other pilots that stem from the collaboration.

Strengthening GWDB & MAWB Partnership

GWDB & MAWB Leadership gave a brief overview of what we've accomplished together this past year. Local and regional planning, timely plan submissions, GWDB Special Committee reviews for alignment to the state plan, and regional workforce meetings.

GWDB Chair Surya Iyer and Director Katie McClelland discussed partnership on federal funding opportunities. How with the CHIPS & Science Act Minnesota was the first to be awarded and that MN is the only state that has two awardees.

How Polar worked with the GWDB at that time was to create this workforce partnership. The workforce piece all started with him communicating with Katie McClelland, and others affiliated with the GWDB board. They worked together in partnership to support the need of hi-tech manufacturing. Polar is a living example of this partnership.

Katie also touched on Infrastructure funding initiatives here in MN. State and local infrastructure planning is taking place and we're hoping to roll out a dashboard that's accurate on the federal funding that we can expect. The dashboard will offer information such as:

- Different federal funding initiatives
- Show what our needs are
- Specific occupational data
- Connect to profiles on the CareerForce pages
- Data by region

Also as an awardee for The Powering Climate and Infrastructure Careers (PCIC) grant funded by The Family and Workers Fund. In the coming months we will be working on bringing our agency partners together to identify resources, new positions needed in response to federal funding towards climate and infrastructure workforce needs. There will be PCIC funding for MN Convenings and we are relying on LWDAs for assistance in identifying who should be attending local meetings. Assist with outreach and recruitment for underrepresented talent pools. This will only be successful with your guidance and subject matter expertise.

Attendees were asked to answer the following questions at their tables and working with their regional partners.

GWDB & MAWB Partnership – Regional Discussion Questions

- Would be great to have a common definition for Workforce Development.
- What does MAWB do?
- How do we interact, and ask one another the right questions?
- What are we trying to say?
- Who are the people we need to get this story in from of?
- What are the tools needed?
- How can all of us become better advocates?
- How we tell our story has to be a question that's continuous.
 - How do we continue to incorporate all the different ways of storytelling?
 - Storytelling for parents? For Employers?
- Focusing on how we can be of service and how do the MAWB and GWDB members ensure that we feel engaged and activated?

Regional Group – Discussion

- How do we invite our community to be active and engaged?
- Our users don't really care where the funding comes from. We have a lot of people who are motivated and would like more opportunity to work together.
- In terms of how MAWB and GWDB can work better together – MAWB can bring boots on the ground perspective on barriers to employment, things that are getting in the way of employment. And bring the voice of greater MN particularly employers in Greater MN. GWDB can elevate best practices at the local level and take it back to the state advancing legislation.

Nicole - What kind of investment can be made with advertisement? When I first started this was done. What funding can we use in relation to Northstar Promise?

What worked well...State WIOA Implementation 2014 –

We did some community engagement as consortium, and asked about priorities

I started in 2013 shortly after the legislation had passed and was pretty involved. At that time we had an onsite coordination team. Rick Roy director of that group and it was invaluable. The new law was something none of us had dealt with before. It was good to have that coordination piece.

The devils in the details. Having those detailed policy people at the state level will help us with what's possible and not possible.

- WIOA State Plan
- MN's WIOA PY2023 – 2027 Vision & Goals
 - 2024-2027 WIOA Strategic Vision
 - 2024-2027 WIOA State Plan Goals
- WIOA Local and Regional Plans
- Next Steps

State Sector Partnership Strategy Discussion

GWDB Director Katie McClelland went over two steps for beginning MN's sector strategy work.

Step 1 – Working with all of you

- We want to come together on how we are defining this work and speaking the same language.
- What does this work look like?
- How do we define best practices?
- Where are these partnerships across the state and how do we connect folks?
- How can we work better together?
- How can we further develop Career Pathways and work together in a more meaningful way?
- How do we as the state help to address problems our partners are facing?

Step 2 - Sector Partnership Convenings

This is not an us problem, but a larger structural problem. Have our work go further as we identify best practices together. We want to make sure that we are getting your feedback along the way to make sure that everyone is seen and heard in this work.

Discussion questions

- What excites you about the proposal?
- What are the opportunities to improve the proposal?
- How should we be leveraging the GWDB Committees to support this new initiative?
- How can MAWB and MAWB Committees play a role in implementing this strategy?
- What else is needed to strengthen this strategy/approach?

Discussion – Sector Strategy

- Employers are unlikely to come to these meetings but would like to see state partners engaged in this process. To recognize that their participation matters.
- Initiatives like Drive for 5, how do we continue to move this work forward without cutting other projects. Think about it strategically.
- With CHIPS we wanted to move it forward but we didn't have staff to support it.
- The GWDB Trades Committee is bringing in potential partners/existing partners that are subject matter experts to the committee and it's opening our eyes.
- GWDB – is one of the largest boards but we are inviting non-members to join our committees.

Drive for 5 Panel Discussion

Moderator: Nicole Swanson, Executive Director, Anoka County Job Training Center

Panelist Introductions/Overviews:

- Jennifer Eccles, Minnesota State HealthForce Center of Excellence, University of Minnesota, representing **Healthcare Industry**
- Arlyce Cucich – Rural MN Concentrated Employment Program (CEP), representing **Trades Industry**
- Steve Kalina – President and CEO of Minnesota Precision Manufacturing Association (MPMA), representing **Manufacturing Industry**
- Elena Foshay – Executive Director, City of Duluth Workforce Development, representing **Education Industry**



- Jo Faust - Business & Community Development Director, Scott County Community Development Agency - SW Metro Intermediate District 288/, representing **IT Industry**

Jo Faust – Scott County, one of the fastest growing counties in MN. Employment has grown rapidly. Below 3% unemployment rate with increased number of jobs and in a tight labor force. There has been a high demand for workforce training. They do not have a brick and mortar facility for this type of workforce training. So they had DCTC and Inver hills provide the training in Shakopee and we worked with the Chamber of Commerce in Scott County. We are offering IT, Lactation Aide, EMR, and Boiler Licenses. So far 64 participants have enrolled in their program with a goal of serving a total of 135.

Arlyce Cucich – Rural MN CEP - We are a very rural community and serve 19 counties in our area. In this funding source, there are working with Healthcare, Trades or CDL training but they don't really set up cohort models. They let them know what they can train them on and fit them into available trainings.

Elena – They started with a vision for helping with a need for more teachers, para professionals and trying to assist more people of color with this career opportunity. They worked with the school district to identify staff already working to become teachers in a special education program. They enrolled 10 people on track to get their teaching degree who received wages during their education when the training is typically unpaid and therefore can be very financially challenging for students. The program is helping them finish their training and transition into jobs.

Steve Kalina – In the last 15 years MPMA has been primarily focused on workforce development. The Drive for 5 award was a huge opportunity. MPMA was awarded the largest grant in the state. All the things he dreamt of they can now put resources behind. They focused on how to get participants placed and connected to employers. Most companies really aren't familiar with DEEDs programs and don't know who to connect to them. So they looked at how to attack this issue. There needs to be more community awareness, that's supporting students, employers, and CEO's especially for engagement with underrepresented job seekers.

How has the grant incentivized your partnerships?

Steve Kalina – Literally the grant was the incentive. Part of it comes down to logistics. Some delays were factored into our planning. The time lapse in start time affected incentive to place them. In the end the actual incentive will be minimal. Beyond that, the actual engagement was a struggle. Day one we started asking DEED - Can we connect with the other grantees? Not connecting was a missed opportunity to learn and work together. We were intentional about

the desire for collaboration. Once the grant was launched, we had begun working on the MN State Fair. Now they are starting to see some momentum.

Jo Faust - Scott County saw this as an opportunity. We needed to pull together experts and we were able to pull together a team of partners while focusing on their expertise. Our team of 15 partners – among them Shakopee Chamber of Commerce, Scott County Workforce Center who held the orientation and enrolled through wf1, Scott County CDA, and post-secondary partners DCTC and Inver Hills really stepped up and brought training programs to our community. Transit system, MI Casa, and private businesses. All came together to form great partnerships.

What were some of the challenges you experienced?

Arlyce Cucich – We were ready to rock in June but that only left us with one year. Because of our shortened recruitment time it was tough to get recruitment done and slowed us down a bit. We partnered with Fargo Moorhead Chamber of Commerce but had to step back and figure out how we could make this work. We put a navigator in place to help run the program. She's communicating with the Fargo Chamber and making sure that things were running smoothly. Provider incentives are nice but I think it will be a bonus if we see any of those. If it's a retention based or employer based it will be tough with the time period we have to work with. I really wish we could have one more year to see the true outcomes.

Elena – We signed our contract in May. Therefore we didn't have time to start classes in the fall. We ended up not being able to enroll some of the folks we had recruited. We don't have a way of earning the retention incentive. Starting teachers in Duluth actually don't make \$25.00 an hour they start off at \$23.00 so we built it into the budget understanding we wouldn't get it. At the same time a different team received a grant through MDE working on the same thing we proposed. However, it ended up working out. Last thing, students were having a tough time learning about Northstar Promise's eligibility and we struggling to communicate with the college to get more information on its eligibility. That too ended up working out. We have people enrolled but they will not be finishing this spring so the plan is to transition them into the WIOA Adult program.

What does success look like in your area?

Elena – Having assisted people of color who started as a paraprofessionals and having helped them balance the challenge of supporting their families and going to school. Also, having had enrolled adults pursuing their teaching degree even with life's challenges. We had an enrolled individual who we helped navigate this pathway and she ended up getting the job she applied for.

Jennifer – It's building a new culture with this opportunity. Typically students are taught in a clinical group with faculty for 8-9 hours per shift without enough faculty or clinical space. We aren't able to pay faculty enough to work weekends. So the question remains could we please add another clinical group that costs \$32,000 plus. This current program is addressing all of

those challenges. Our nurses are working alongside experienced nurses. Research has shown that we are graduating nurses who are often not work ready. They come out of school only to need more training and have to return to school. However, with Nursing Education w/o Barriers students are placed with senior experienced students. We would like to take a student and offer a model done in Vermont. We would like to pay you for 4 years to go to school if you promise to work for us for 4 years. We want to make it possible for people to become nurses who never thought they could before.

Can you share some of your best practices?

Jo Faust – We started with the creation of an interest survey taken by nearly 400 people in Scott County and worked on the ability to bring some of the conversion rates from interest to enrolling. We are looking at expanding this and offering some courses beyond this continuing to have group orientations.

Steve – This isn't MPMAs money or initiative but we are doing this on behalf of the manufacturing industry. We want this to be a unifying effort. If a student walks down the hall of their high school and sees a banner, we want them to connect the dots towards MN state manufacturers (at the state fair, in the school hall, at a MN sporting event). Making sure we have unified front in our messaging.

Care to share ideas for building tomorrow's workforce?

Jennifer – Would like to try and advocate for automatically renewed support for this initiative. Four years of funding would be helpful to get people into family sustaining jobs.

Curious about the nurses? Are they replacing anyone?

Jennifer – No, they aren't replacing anyone. This is giving people opportunities at a career in healthcare. We have empty seats and students are getting turned away from nursing programs. This is a way to fill programs up.

State of Childcare and Best Practices

Presenter with First Children's Finance -Jessica Beyer, Business Development Manager

Jessica Beyer the Business Development Manager with First Children's Finance discussed their unique and challenging business model that works to grow the supply and business sustainability of excellent childcare here in MN.

- They partner with childcare businesses to strengthen their operations
- They consult with communities to achieve a sustainable child care supply
- And work to change public systems through advocacy

The mission of First Children's Finance is to increase the supply and business sustainability of excellent child care.

She touched on navigating the business side of child care cost.

Housing, Workforce, and Childcare

Work with 13 tribal nations across the country

The cost of tuitions for families is very expensive

Average cost of infant care is \$16,087

(\$1,341/month)

- 21.2% of Median Family Income in MN
- Cost 30.8%

Childcare workers are amongst the lowest paid. The avg. cost for childcare is more than families can afford. Childcare businesses have a narrow profit margin.

- Never seen an infant room break even
- Toddler rooms are either in the red or close to breaking even
- Average annual cost of preschool care is \$12,252 (\$1,021/month)
- A median-income family with an infant and a 4-year old would pay 37.4% of income on child care

The Child care business model is broken and one in which many families simply cannot afford. They have narrow profit margins, and their workers are among the lowest in pay among MN's workforce.

She shared slides from the 2023 Minnesota Child Care Cost Modeling Report. It went over the expense breakdown and compare this occupation to that of others. She made the case for why this all matters. Access to quality child care and early education is vital to individual productivity and regional economic growth.

Addressing the Aging Population in Greater Minnesota

Presenter: Cathy McLeer, State Director, AARP Minnesota

With 625,000 members across Minnesota – they work to empower people 50 and older to choose how they live as they age.

As we are living longer, older adults are putting off retirement out of preference or necessity. Older workers bring resilience, deep knowledge and experience to the workplace, and they are valuable contributors to the multigenerational workforce that exists today. As many industries across Minnesota face workforce shortages- workers 50 and older are truly an untapped resource that has the potential to meet workforce needs across all sectors.

One of the more significant labor-force developments of the past quarter century has been the rising participation rate of older Americans. In 1985, less than two-fifths of people age 50 and older were either working or looking for work. By 2019, that figure had risen to nearly half of that age group or almost 55 million people.

Subsequently, the COVID-19 pandemic reduced the size of the 50 and older workforce to 53.7 million. However, workers age 50 and older still made up over 33 percent of the total U.S. workforce age 16 and older in 2022. Pandemic-related job losses hit older workers particularly hard. Yet many employment issues and trends involving older workers remain the same as before the pandemic. Most Baby Boomers have reached traditional retirement age, and many have left the labor force. Yet, the number of older workers is still projected to increase. That's because the number of older adults is growing, and labor force participation rates among older workers are expected to rise. Minnesota touts more citizens over the age of 65, than younger than 18.

Some older workers opt to delay retirement because they want to continue working. Others keep working because they cannot afford to retire. **The Bureau of Labor Statistics still projects that those age 65 and older—traditionally retirement age—will be the fastest-growing age group in the workforce in the decade ahead.** She went through barriers facing older people regarding age discrimination.

Age Discrimination

- Excluding Older Applicants
- Refusing to Hire or Promote Older Workers
- Targeting Older Workers in Layoffs
- Curtailing Benefits
- Limiting Training & Responsibilities

AARP's Employment Principles

- Protection from Discrimination
- Expand Opportunities
- Help Vulnerable Populations
- Increase Job Availability & Quality
- Improve Workforce Development
- Job Search and Training

Flexible Work Arrangements

Another way to support an age-friendly and diverse workforce is through Flexible work Arrangements: This includes alternative work schedules, flextime, telecommuting, job-sharing. A lack of flexible work arrangements can be a hindrance to older workers' continued employment. Many need to combine paid work with caregiving responsibilities and often face discrimination as a result of those responsibilities.

Another example of flexible work arrangement for older workers is to offer phased-retirement programs and retiree reemployment programs that encourage employees to stay in the workforce beyond the time they would normally plan to retire. The programs should protect the adequacy of their pension and retirement benefits until they do fully retire.

Policymakers should eliminate barriers to the adoption and acceptance of phased-retirement programs. They should ensure that such programs protect worker rights and financial security. Public and private agencies should educate employers about how to implement successful phased-retirement programs

1 in 6 Employees are Caregivers

- Caregiver Supports:
- Maximize Productivity
- Improve Physical and Emotional Health
- Attract & Retain Quality Employees
- Paid Family & Medical Leave Act

Work and Retirement Benefits

- Workers 20X more like to save with auto-deductions
- 700,000 + MN workers lack access to saving on the job
- Secure Choice - Implementation 2025
- Private-Public Partnership
- No Cost to Employer
- Easy Administration

Adjournment

The meeting was adjourned by acclamation at 3:00 p.m.