



**GWDB Quarterly Business Meeting  
Meeting Minutes**

Thursday, September 21, 2023 | 10:00 a.m. - 4:00 p.m.  
In-Person Meeting at Radisson Downtown St. Paul

<b>GWDB Members or Agency Designees</b>	<b>MAWB Members, Guests and Staff</b>
Hannah Alstead Leif Anderson (Augsburg University) Carol Anderson Laura Beeth (GWDB Chair) Michael Berndt Deb Broberg Brandon Clark Barry Davies Kevion Ellis Jeanna Fortney Troy Haugen Sam Heimlich Steve Kalina Katie Lundmark Lance Louis Marc Majors (DEED) Nicole Mattson Gabriel Mooney Karl Ohrn (Minnesota State) Scott Parker Jovon Perry Rep. Bernie Perryman Jeffrey Rainey Ali Rodway Karlton Scott Linda Sloan Shannon Sloan Rob Stark Dee Torgerson Hanna Valento Kyle Van Acker	<p><b><u>MAWB Members</u></b>            Erik Aamoht            Deb Bahr-Helgen            Ling Becker            Carrie Bendix            Tammy Biery            Mark Brinda            Kevin Cardille            Beth Christensen            Marie Domiano            Elena Foshay            Heather Gleason            Tina Jaster            John Preuss            Jinny Rietmann            Nicole Swanson            Dina Wournos</p> <p><b><u>Guests</u></b>            Brad Hasskamp (MDE)            Julie Dincau (MDE)            Jess Niebuhr (Minnesota State)</p> <p><b><u>GWDB Staff</u></b>            Katie McClelland, Director            Sonji Davis, Workforce Policy            Coordinator            Kay Kammen, Sr. Policy Analyst</p> <p><b><u>DEED Staff</u></b>            Natasha Jerde, Director, State            Services of the Blind            Jason Wadell, State Rapid Response            Team</p>

## **Welcome and Introductions**

The GWDB Meeting began at 10:05 a.m. Director Katie McClelland introduced GWDB Chair Laura Beeth, who asked the attendees to introduce one another at their tables.

## **GWDB Action Items**

Scott Parker made a motion to accept the Quarterly Chair Report submitted by Chair Laura Beeth. Rob Stark seconded the motion and the report was approved.

Deb Broberg moved to accept the GWDB Minutes from the June 20, 2023 meeting. Rob Stark seconded the motion and the Board unanimously voted for approval.

## **GWDB Committee Updates**

### Advanced Manufacturing Subcommittee – Steve Kalina, Chair

- Excited about the reimagined Advanced Manufacturing Subcommittee.
- Previously, he didn't want to meet without purpose.
- Now the subcommittee has worked to align its committee purpose with what's happening with state programs and funding right now.
- We are identifying regions with pockets of success - what's working now (DEED, DOL, Education Institutions).
- The Advanced Manufacturing subcommittee has additional support with staff member Della Ludwig who is a Workforce Strategy Consultant with DEED.
- Ultimately, we want to provide students with programming blasted across the state about Manufacturing opportunities.

### Caring Professionals Subcommittee – Nicole Mattson, Co-Chair

- There has already been such good work done across the state. A lot of good initiatives started within the state of MN. Our subcommittee is looking to not duplicate, define gaps, and remain intentional about what we do.
- Direct Professionals – We have so many different terms for individuals providing care.
- We have more openings in healthcare than any other sector.
- We have more older adults and their need for care will continue to increase.
- Another initiative – DEED's Healthcare Advisory, would make sense for us to reach out for the potential to replicate and scale.

Education Subcommittee – The Education Chair was unable to attend. No update was given.

Technology Subcommittee – Chair Jeff Tollefson was unable to attend but sent his update for GWDB Director Katie McClelland to read.

- Convened group for first time on August 16 to discuss goals, objectives, and direction-setting. Have eight tech talent acquisition/development professionals involved representing Target, U.S. Bank, Xcel Energy, Best Buy, DigiNeer, Software for Good, Thrivent, and SkyWater Technologies.

- Will likely initially focus on career pathways for three higher-skilled information technology roles most in demand (software developers, cybersecurity, data analytics) along with entry-level end-user support. Ultimately need to move beyond IT roles (which are more universally in demand by tech-enabled enterprises) to embrace broader technology roles in advanced manufacturing, medtech, materials science, etc.
- Experiential learning and facilitated job access through IT apprenticeships will likely be a key implementation strategy.
- Next virtual meeting will be in early October with follow-up session at MnTech's Tech Talent Conference on October 27<sup>th</sup> at Best Buy HQ.
- MnTech is preparing a follow-up **State of Tech Talent** report to the one Katie McClelland prepared last year. The report will be released on October 27<sup>th</sup> in conjunction with our Tech Talent Conference.

Trades Subcommittee – Roy Smith, Co-Chair

- Roy mentioned meeting with Sam Heimlich, Co-Chair of the Trades Subcommittee and that the committee met a couple of times.
- They are focused on:
  - Barriers for students/applicants as the labor market tightens, include access to transportation, driver's licenses, are they behind on their child support, do they have child care, housing?
  - How can they impart information on industry knowledge/industry benefits to both parents and students?
  - How can they appeal to high school students coming out of high school and entering into trades; recently incarcerated; veterans
  - Building deeper partnerships with schools – allowing for training opportunities
- Federal Training Opportunities
  - A few listed below:
    - **Repower 2** - Individuals impacted by the justice system but working on construction projects for Mayo Clinic.
    - **P20 Partnership** - The Minnesota P-20 Education Partnership (MNP20) works toward ensuring a seamless system of education across the state, with the goal of maximizing success for all of Minnesota's learners from birth through adulthood. The Minnesota Legislature has set a target for 70 percent of Minnesota adults age 24 to 44 to have attained a postsecondary credential by 2025. MNP20 is laser-focused on this target as its top priority, tackling efforts to strengthen educational quality and access for all age groups, while also working to specifically eliminate educational success gaps for historically marginalized populations across Minnesota.

- **Perkins CTE** - Minnesota State Colleges and Universities, Minnesota school districts were self-formed in 2008 to promote collaborative planning and implementation of Career and Technical Education programs through the Perkins federal grant. Each consortium has, at least, one Minnesota State college and one school district, including charter schools.

Youth Committee – No Chair and therefore no update. Director McClelland put out a plea and a committee member, Bernie Burnham, volunteered to become the Youth Committee Chair with Hannah Alstead as Vice Chair.

Racial Equity Committee – Linda Sloan, Chair

- The Racial Equity Committee met once, at which time they agreed to focus on the following:
  - Identifying employer best practices and resources needed for recruitment, onboarding and retention of targeted populations.
  - They plan to start with gathering information via surveys, focus groups, and input based on data needed.
  - Define racial equity goals for the workforce system (building off past recommendations of the Racial Equity Committee).
  - Define racial equity indicators for workforce plans and funds.
  - Align goals/strategies for Targeted Populations funds to sector strategies and all Employment Training Programs (ETPs).
  - Next Racial Equity Committee Meeting will be held on Tuesday, September 26, 2023, from 11am-12:30pm. Whitney Harvey, Senior Director of Workforce Diversity and Inclusion with the MN State Chamber Office, will give a presentation on why DEI is good for business.

Disability Committee – Karlton Scott, Co-Chair

- The committee when they last met discussed barriers:
  - For example: Individuals in rural locations having no public transit
- We hear about UI numbers being low but for people with disabilities it's high.
- The Disability Committee will meet next on October 2, 2023

Future of Work – Rob Stark, Chair

- At their last meeting they had a presentation from DEED's LMI Team – Cameron Macht
  - Tight labor market will be that way for quite some time. We have to start thinking about Technology and using data as a foundation for predicting the Future of Work. As daunting as it may seem, we must remain focused on 5-10 years down the road.
  - The committee plans to meet in a couple of weeks. Kay Kammen is the main point of contact for the distribution list and meeting invites.
    - If you know of potential recruits/subject matter experts, please bring their names forward.

State Plan Preview – Title I, II, III, and IV Presentations

- Adult Basic Education – Brad Hasskamp, Presenter
  - Definition and Overview
  - Eligibility must be:
    - At least 17 years old
    - Not currently enrolled in K-12 education
    - Not required to be enrolled in K-12 education
  - Last year, they served 47,614 adults
  - An estimated 50% of which were English Language Learners
- ABE increased collaboration and alignment
  - Colocation of adult education services with CareerForce, Social Services and Post-Secondary, Corrections, Tribal Nation entities, online and more
  - Regional Transition Coordinators – help connect ABE programs with partner systems, and share best practices
  - Collaborations with MN State led to Ability-to-Benefit Plan – allowing more adults access to financial aid for post-secondary while completing their diploma
  - Collaboration with DEED and CareerForce to create conditional work referrals to help build adults' technology and employability skills
  - Build employer-led industry sector partnerships
    - Last year, MN ABE programs reported working with 333 different employer worksites
    - Develop workplace education programs with employers to build employee's skills
  - Provide integrated Education and Training
  - Provide Contextualized Instruction – English, Math, etc.
- Federal Regulations – We need to pre-test and after 40 hours of instruction we need to post-test ABE students
- ABE would like to create a more inclusive workforce system
  - Provide English Language Classes
  - Identify and help connect ABE learners with supportive services
  - Develop a Learner Advisory Group
    - To help identify and analyze equity issues in adult education
- Racial Equity Issues/Concerns
  - Teachers are predominantly white
  - Students are typically of color...as demographic data indicates this will increase
- Wages
  - For ABE, though they are expected to have the same licensing/credential – they earn considerably less than partners in K-12 and, post-secondary

## MN has two Title IV Programs – State Services for the Blind and Vocational Rehabilitation

### State Services for the Blind (SSB) – Natasha Jerde

- There is a misconception that you need to be blind to work there, but you must have at least 20/60 or better vision to work with SSB
- We serve more seniors than any other state except for maybe CA and by next year it's predicted that we will surpass them.
- SSB offer free services
  - Specifically for Individuals who are blind, low vision, and or DeafBlind
  - Such as Braille Transcription, Assistance with accommodations
  - Hundreds of volunteers support this program
- SSB has 4 Goals, Priorities and Strategies for 2024-2027
  - Improve Partnerships. Increase interagency coordination with local and state workforce partners so that employers and individuals who are blind, low vision, and DeafBlind have a customer-centric, positive experience no matter which “door” they enter.
  - Increase the Workforce Participation Rate. Build relationships with businesses that lead to career opportunities with family sustaining wages for individuals who are blind, low vision, and DeafBlind.
  - Focus on Diversity, Equity, Inclusion, and Accessibility. Create an agency that better meets the needs of the current and emerging workforce, including improving services to new Americans, underrepresented communities, and veterans.
  - Innovate and Create. Identify and implement innovative and evidence-based practices and service-delivery approaches so that individuals with disabilities have the same opportunities to engage in the labor market as everyone else.

### Vocational Rehabilitation (VRS) – Dee Torgerson

- Eligible individuals with disabilities seeking competitive integrated employment
- VRS – Works specifically with all other individuals with disabilities
- VRS key alignments with WIOA State Plans Strategic Vision, Goals, and Strategies
  - Disability as part of the equity solution
  - Untapped talent pool
  - Support to business
  - Strong partnerships
- The VRS program in MN is 6<sup>th</sup> in the nation for assisting people with disabilities
  - Want to learn from North and South Dakota
- VRS participants are from youth to adult
  - More than 60% served are youth in schools
  - When WIOA first came out we were #1
  - The VRS consultation services are free and VRS wants to be a trusted advisor for support services

- About 18,000 served per year and there are about a half million people in MN with a disability
- Between three people on her team 12 languages are spoken
- The Business Engagement Specialist around the state assist with coaching individuals and can offer support to local employers

Regions 1-6 Presented – Regional Plan Preview

*Most provided PowerPoint Presentation Slides that will be shared*

Jeanna Fortney – MAWB Director began this session

**Highlights from each region:**

Region 1 - Tina Jaster presented

- Presentation on what workforce center can do record it and put it on their website...reaching out to Economic developers on what they can do
- They have 8 offices and lot of spaces to spread the word on what WIOA can do
- They are working with reentry services having received a grant
- Concentrated outreach – We are the place to go when you want a career change

Region 2 - Elena Foshay presented for their region (Marie Domiano)

- Drive for 5 – very relevant in their region, many existing programs/partnerships
- LWDB – are 51% employers...with hundreds of very engaged employers
- Would like for state partners to know that they can rely on us to be collaborative
- They plan on leading on equity – trying to push employers in their region/lots more work to be done there
- To work together to raise visibility and get the word out
- Duluth faces big city problems with rural resources
  - **Regional alignment with state plan**
    - Improve Partnerships. Increase interagency coordination with local and state workforce partners so that employers and individuals who are blind, low vision, and DeafBlind have a customer-centric, positive experience no matter which “door” they enter.
    - Increase the Workforce Participation Rate. Build relationships with businesses that lead to career opportunities with family sustaining wages for individuals who are blind, low vision, and DeafBlind.
    - Focus on Diversity, Equity, Inclusion, and Accessibility. Create an agency that better meets the needs of the current and emerging workforce, including improving services to new Americans, underrepresented communities, and veterans.
    - Innovate and Create. Identify and implement innovative and evidence-based practices and service-delivery approaches so that individuals with

disabilities have the same opportunities to engage in the labor market as everyone else.

○ **Guidance Needed**

- Improve Partnerships. Increase interagency coordination with local and state workforce partners so that employers and individuals who are blind, low vision, and DeafBlind have a customer-centric, positive experience no matter which “door” they enter.
- Increase the Workforce Participation Rate. Build relationships with businesses that lead to career opportunities with family sustaining wages for individuals who are blind, low vision, and DeafBlind.
- Focus on Diversity, Equity, Inclusion, and Accessibility. Create an agency that better meets the needs of the current and emerging workforce, including improving services to new Americans, underrepresented communities, and veterans.
- Innovate and Create. Identify and implement innovative and evidence-based practices and service-delivery approaches so that individuals with disabilities have the same opportunities to engage in the labor market as everyone else.

Region 3 – Tammy Biery presented.

- Highlighted unique differences
- They work well with DEED’s Business Service Representative in their area
- Offer HR Networking Groups
- Their hidden secret, having 150 HR representatives – help give them eye contact with local HR professionals
- Xcel Energy – Put together a Powerup Grant to help recruit individuals into the Construction Trades (offering Micro credentials) In some cases the jobs don’t require a full credential
- They are a part of the I-WE Designation
- EPIC – Not a job fair for 10th graders but a place for them to come for career exploration
  - MDE Career Cluster Wheel is a day-long activity for youth to start career exploration. Powerful model popping up across the state
- Youth can bring their parents and guardians in to hear about careers – connect with employers to hear what the jobs are really like
- They sit in on housing, child care and transportation conversations

Region 4 – Mark Brinda with the City of Minneapolis presented.

- In looking at the State’s vision, goals and strategies they can get behind the emphasis on equity. This is being lived every day. They can see close alignment regarding equity.
- Spaces around workforce planning and maximizing workforce funding - How can GWDB and DEED work to do better around funding alignment?

- Industry sector partnerships – highlighting those which already exist.
- Flexibility around what are we trying to accomplish – How can we look at funding that will be available...How can we bring innovation?
- Economic Development – efforts? In the metro, we have a great relationship with regional Greater MSP-CHIPS Act, because we are government entities our economic toolkits are leveraging relationship with colleagues.
- Also leveraging Chamber partnership, build on the communities' benefits development – six large communities with a diverse mix of strategies led by the Mayor's office, business leaders and we try to merge all that together.

Region 5 - Heather Gleason and Carrie Bendix presented

- Unique to their region...SW is a very diverse area Nobles County is #2 in the state
- Partnerships - South Central and South West work well together apply for grants together
- Provide DEI training
- New innovation – Best practice creating videos with students interviewing employers to learn about careers. Youth started this week on video production and getting to know the employers and teaching students. This will be available on social media
- Interns - Students studying to be a counselor paired up with Career Counselors, having an intern at a school district someone can do the hands on work and this year they have 6 interns.
- Employer Sector Partnerships with Construction Trades (working with Trade Unions)
  - Students receive a slip for boots after the two weeks of training
  - Expanding into the school year with permission for an early release
- Partnering with the ABE
  - Adults taught in the morning and youth in the afternoon
- FYI...The Build Dakota Program – Recruiting and Hiring Minnesotans willing to work in Dakota for 3 years can access free training.

Region 6 – Beth Christensen and Jinny Rietmann presented

- Bridges to Healthcare – Partnership with Mayo Clinic, ABE and Post-Secondary and this best practice is expanding in Greater Minnesota. Entry level training and employment into healthcare positions
- Bloomberg Project – BIPOC women in construction
- Building Career Pathways pipeline programming in SE MN
- Workforce Summit – last year they had 300 attendees
- Best Places to Work – where regional employers take an assessment annually to see where they rank as an employer and should they win...can promote their business as a best place to work

GWDB Members Voted on the State Plan's Vision and Goals for 2024-2027

Laura Beeth facilitated the member vote: (GWDB will continue to work on Strategies)

- Scott Parker motioned to approve – (The updated vision and goals for 2024-2027 only).
- Carol Anderson seconded the motion.

The member vote passed unanimously.

The GWDB voted to adjourn the meeting:

- Scott Parker made a motion to adjourn; Bernie Burnham seconded the motion.  
Adjournment was at 4:00 p.m.