

Northeast Minnesota Office of Job Training  
Workforce Development Board Meeting  
Wednesday, December 19, 2018  
Iron Range Resources, Eveleth MN

Regularly scheduled meeting called to order by Chair Stone at 10:05 a.m.

**WDB members present:**

Bud Stone, Darik Carlson, Dave Debevec, Betsy Harmon, Kelsey Johnson, Allen Rasmussen, Todd Scaia, Kelly Zink

**Excused:** Wayne Kangas, Jeff Lee, Bill Maki, Terri Nystrom, Stan Paczynski, Jason Quiggin, Roy Smith, Jeri Werner

**Absent:** Paul Carlson, Wade Fauth, Josh Goutermont, Lynn Krall

**Guests:** Shawn Herhusky, DEED; Tracy Chase, AEOA; Ellen Wolter, Wilder Organization; Kevin Adee, Koochiching County Commissioner

**Staff:** Michelle Ufford, Heath Boe, Renee' Marconett

**Motion made by Rasmussen, supported by Harmon to approve the December 19, 2018 agenda as written; with no additions or revisions; motion carried unanimously.**

**Motion made by Rasmussen, supported by Debevec to approve the September 26, 2018 minutes as written; motion carried unanimously.**

**IDI Assessment Update**

Michelle Ufford

Ufford updated the Board on the progress of the Intercultural Development Inventory (IDI) assessment. This assessment is being administered in three groups to improve the culture diversity in the region. The Leadership committee, Executive committee and partner management met last week with Equity Alliance MN and given the opportunity for dialogue and reflection on topics such as the meaning of culture, the dimensions of culture, cultural values, implicit bias, and how bias impacts communication across cultures. The other two groups (Duluth staff and the NE Region) will take the assessment in February and March.

**Skilled Trades Career Pathways Committee Report**

Heath Boe, Dave Debevec

The committee met with Art Unlimited on December 13<sup>th</sup> to review their progress on the website. Everyone liked it and feel it stands out from other construction sites they saw along with the layout so far. The group is working on a short solid tagline for social media that will describe the efforts of the 218 Trades campaign. The website will consist of four sections: Mythbusters, Apprentices and training program opportunities, Resources for parents/students/counselors, and a guest blog.

The Duluth committee is also interested in this work, as they are concerned if enough workers will be available for upcoming construction work at the local hospitals. The NE region will be sharing this awareness campaign with all communities.

Ufford will check with Art Unlimited on a timeline for the website to be up and running. Board members will be updated at the next meeting.

### **Regional Healthcare Summit Update**

Shawn Herhusky

The second Regional Healthcare Workforce Summit took place in Mt Iron on November 9<sup>th</sup>. Thirty-three participants attended from various hospitals/clinics, home health care, long-term care/aging, and residential living facilities. Participants discussed healthcare workforce issues from the perspectives of their specific challenges and needs. They were then asked to list workforce issues they face. The top four were workforce shortage, wage competition, retention, and social determinants.

Participants then brainstormed activities and solutions to address these workforce issues that can be done collaboratively rather than independently. They came up with five “Collaborative Action Areas” (CAAs) – Career Pathways, Career Perception, Flexible Policy and Adaptive Workforce, Legislative Engagement, and Sharing Resources. Each participant signed up for a CAA workgroup and will work with their group to discuss what next steps need to be taken.

### **CareerForce Update**

Michelle Ufford

Ufford informed members the rollout of CareerForce has been a very slow and complicated process. There was a ceremonial signing of the charter at the MWCA/GWDB winter meeting last week. The MWCA, GWDB and DEED have equal authority to make strategic decisions related to implementation of the CareerForce brand initiative.

A task force met in October and delivered their recommendations on Service Delivery, Customer Experience, Business Services, and Proactive Communications.

On November 29<sup>th</sup> the CareerForceMN.com website went live. Board members were shown the website and Ufford explained there is a link for Career Seekers and one for Employers. She encouraged everyone to log into the site and take a look at the employer features and provide feedback.

### **New Regional Planning Support**

Michelle Ufford

An additional \$43,071 has been received to access regional planning money for the NE region and Duluth. The Leadership committee will be meeting on January 4, 2019 to come up with ideas on how the funds should be spent. Stone proposed the possibility of using some of the money for marketing, including Duluth, with the impact on healthcare issues.

### **Minnesota Compass Data Presentation**

Ellen Wolter, Research Scientist for Wilder Research

Minnesota Compass is a social indicators project that measures progress in our state and its communities. Led by Wilder Research, Minnesota Compass provides nonpartisan, credible information and tracks trends in topic areas such as education, economy, workforce, health, housing and a host of others.

Data and analysis gives policymakers, business and community leaders, and concerned individuals who live here, a common foundation to identify, understand, and act on issues that affect our communities.

Minnesota Compass does this by:

- ◆Providing unbiased, credible information
- ◆Tracking trends and measuring progress on issues that impact our quality of life
- ◆Identifies disparities by race, age, gender, and income as data are available
- ◆Provides additional resources for addressing issues

Committee members can get additional information at [www.mncompass.org](http://www.mncompass.org).

Meeting adjourned at 11:35 a.m.