

Northeast Minnesota Office of Job Training
Workforce Development Board Meeting
Virginia CareerForce
Wednesday, February 26, 2020

Regularly scheduled meeting was called to order by Chair Stone at 10:01 a.m.

WDB members present:

Bud Stone, Dave Debevec, Josh Goutermont, Wayne Kangas, Art Larsen, Allen Rasmussen, Todd Scaia, Roy Smith, David Ulrich

Excused: Darik Carlson, Kelly Hertling, Kelsey Johnson, Terri Nystrom, Stan Paczynski, Jason Quiggin, Jeri Werner, Scott Zahorik, Kelly Zink

Absent: Wade Fauth, Lynn Krall, Jeff Lee, Mike Raich

Guests: Cathy Pazzelli, AEOA; Elissa Hansen, Northspan

Staff: Marie Domiano, Heath Boe, Renee' Marconett

Motion made by Rasmussen, supported by Kangas to approve the February 26, 2020 agenda as written, with no additions or revisions; motion carried unanimously.

Motion made by Scaia, supported by Goutermont to approve the December 10, 2019 minutes as written; motion carried unanimously.

Election Officers

Officers from last year are willing to serve for 2020. Bud Stone – Chairperson, Kelly Zink – Vice Chairperson, Allen Rasmussen – Secretary.

Motion made by Kangas, supported by Ulrich to approve the same slate of officers for 2020; motion carried unanimously.

NORTHFORCE Presentation

Elissa Hansen, Northspan President and CEO

Hansen thanked the WDB for the \$10,000 awarded to Northspan to continue their talent attraction efforts. Northspan will organize and drive this marketing effort under the NorthForce program. Members received a handout outlining three goals of NorthForce:

Curated:

- A personalized service, person-to-person
- Candidates welcomed within one business day and given feedback on their profiles and resumes
- Each employer and job posting is reviewed by our team

Connected:

- Wide professional network with knowledge of local employers and their hiring needs
- Partnerships with organizations increase our effectiveness regionally

Community:

- Our team calls the northland home and we are passionate about seeing it flourish

There are currently 4,178 candidates and 1,079 employers registered on NorthForce. Employers have posted 1,170 jobs for Fiscal Year 2020 along with 8,097 jobs being sent out to candidates.

Areas of talent attraction for FY'20 will focus on:

- Aviation, Aerospace and Defense
- Education and Childcare
- Health and Wellness
- Housing, Building and Maintenance
- Laborer/Technician
- Licensed Skilled Trades
- Manufacturing

218 Trades and Healthcare sector Updates

Heath Boe

Chair Stone thanked Boe for a job well done with the 218 presentation at the Grand Rapids Chamber luncheon last week. Boe will be attending a Chamber luncheon in Hermantown to spread the word on the 218 Trades initiative.

School outreach continues with NEMOJT staff giving 218 presentations explaining what the trades involve. Employers will also be brought in so students can hear from a different source about the skilled trades in northeast Minnesota.

Construct Tomorrow is holding a two day event at the DECC. Sophomores from the Duluth schools will attend one day and 26 outlying schools will come the following day. They are expecting 765 students.

Boe continues to work with Art Unlimited in updating the 218 Trades website, social media, Facebook, Twitter, etc. Postcards will be sent out to parents/guardians with information on how their children can get started right away with a great paying job and build it into a career – or perhaps start by learning a skill in a trade school. Instagram will be used to reach out to teenagers.

The Iron Range Job Fair will be held April 3rd at the Miner's Memorial Building in Virginia. 218 Trades staff will be offering seminars to talk about the website, along with computers where people can review the website and see all the companies with trade skill openings.

The Skilled Trades committee will be meeting in March to discuss future funding so we can continue using the website and other available options to sustain a mechanical funding stream.

The Duluth Workforce Development Board is doing the same type of things with the Healthcare sector initiatives. The committee has discussed an "employee share program". Instead of needing to compete with each other for jobs, a person could buy into the float pool and work for various healthcare facilities. This would take away the competition on feuding across employers. There are many pieces to research – Department of Human Rights, workers comp, insurance, privacy issues, and unions. They will be meeting at the end of March to iron out how things will work.

Hibbing Community College is sponsoring a Scrubs Camp in August. This is a healthcare career immersion summer camp for high schoolers lasting 2 days – August 4 and 5, 2020. Students will be able to see multiple career fields in healthcare through hands-on activities, hosted on-site at HCC. There is a competitive application process, and completing the registration does not guarantee attendance at the Scrubs Camp.

Regional Funding

Marie Domiano

We are currently working to update our local and regional plan. Workforce Development Board members from the northeast and Duluth leadership committee met in January to start getting a plan together for a basic outline on how we are going to allot the additional \$42,316 in regional funds. These funds must be spent by December 31, 2020. The Leadership committee is meeting on March 13th to discuss the different strategies to focus on – continued support of the Career Pathways, equity and inclusion, CareerForce staff training, and CareerForce location improvements. Domiano asked board members for input on what they feel is important and needs to be added into the strategic planning.

In the initial plan, it was agreed the northeast and Duluth WDB would continue working with the IDI – equity and inclusion. The two boards seem to be moving in a different direction, so Domiano has decided to take a step back and research other options of what can be done in moving forward with this work. She is meeting with the consulting team to discuss alternate ways in developing our strategy so it can be engaging and worthwhile for those we serve. She wants to be more engaged and noted that equity and inclusion must be imbedded in what we do to be leaders in our communities instead of separate in the work we do every day. Once Domiano has a clear action plan we will move forward.

Board members received a handout outlining the next Workforce Solutions Series – Casting a Wider Net: Inclusive Hiring, Inclusive Workplace. This event will be on Thursday, March 5th at the AAD Shriners Event Center in Hermantown. Employers will walk away with concrete tools and solutions for improving diversity and inclusion in recruiting, hiring, onboarding, and retention. The event is ideal for managers and leaders, as well as human resources staff and employment counselors.

Miscellaneous

Each year board members must complete and sign a Disclosure of Conflict(s) of Interest form. Members will complete the form and return to Marconett for the witness signature and filing.

A Job Fair is being held on Thursday, March 5, 2020 for students who attend the Northwood's school in Orr.

The Northland Job Fair will be held at the DECC in Duluth on Thursday, May 14, 2020.

Board members gave updates of happenings in their area.

Meeting adjourned at 12:07 p.m.