MINNESOTA ASSOCIATION OF WORKFORCE BOARDS

Operations Committee Meeting
February 25, 2021

Welcome!

Check-In Activity

You'll see a question on the screen. Use the Zoom Annotation Feature to answer.

- Go to the top of your screen.
- Click "View Options."
- Click "Annotate."
- Select a stamp or use the pencil to mark your answer.

This or that?

Music

Podcasts

Motorcycle

Bicycle

This or that?

TV Shows

Movies

Approve Agenda & Prior Meeting Minutes

DEED Updates

Deputy Commissioner Chaffee & Deputy Commissioner Warfa

- Connection Between Local Areas & UI

Jackie Buck and Adesewa Adesiji

- April Tech Month

Rita Beatty

- April Tech Month Communications Elements
- Reskilling Focus Update

Tech Month: Resources and Events

- Governor's proclamation
- Commissioner's roundtables – April 16th and 23rd
- Explore Tech Careers events every Tuesday during April
- Local and regional virtual or other socially distant hiring events throughout the month
- Resources for transferring skills into the tech industry
- Blogs on Tech Month weekly themes:
  - Youth
  - Education and Training
  - Diversity, Equity and Inclusion
  - The Future of Tech
- Additional tech blogs from partners
- Spotlight videos on Minnesota companies and tech focus initatives
- Youth Career Connections
- Events outside of DEED (MnTech, IT Center of Excellence)

You can find all these Tech Month resources and more at:
CareerForceMN.com/TechMonth

Tech Month: Getting Involved

Goal: Promote activities and career opportunities in the tech industry to Minnesota residents

Want to promote Tech Month activities in your local area? Please share it with us at CareerForce@state.mn.us

- ✓ Spotlight videos
- ✓ Local and regional tech hiring and career events
- ✓ Tours
- ✓ Webinars
- ✓ Tech trainings
- ✓ Interviews with employers

Information on Tech Month events scheduled in your area should be submitted to CareerForce no later than March 31st, 2021

You can find all these Tech Month resources and more at:
CareerForceMN.com/TechMonth

Tech Month – April 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 • Governor's Proclamation	2	3
4 **YOUTH**	5	6 • Explore Careers • Immigrant & Refugee Affairs Monthly Forum	7	8 • Youth Career Connections • Blog: Minnesota's Tech Future	9	10
11 **EDUCATION & TRAINING**	12	13 Explore Careers	14 • Assistive Technology Webinar: 9am – 10am • IT Center of Excellence - Aspirations in Computing Award (6:30pm-7:45pm	15 • DLI – Apprenticeship (tech) • Blog: Disability in Tech	16 2:00 p.m. Tech Roundtable	17
18 **DIVERSITY, EQUITY & INCLUSION**	19	20 • Explore Careers	21	22 • Blog: Importance of DEI in the Tech Industry	23 2:00 p.m. Tech Roundtable	24
25 **THE FUTURE OF TECH**	26	27 • Explore Careers • Metro Region Tech Career Event(2pm-4pm)	28 MnTech - Tech Connect Event	29 Blog: Tech's Footprint in Rural Minnesota	30 Tech Month Wrap-up	

Where to find customer-facing Tech Month resources:

CareerForceMN.com/TechMonth

- Live but not linked from navigation yet

- This customer-facing page will be in first position in CareerForceMN.com slider starting April 1

- This Technology Month page will provide links to many other resources, including a Tech Month event calendar, Tech Month blogs, career path and skills training resources and much more

Where to find staff and partner Tech Month resources:

For Staff and Partner section on CareerForceMN.com

Linked in weekly CareerForce staff and partner emails that come out every Thursday

Tech Month featured on the next regularly monthly What's New with CareerForce webinar on March 4

Tech Month resources include:
- What is Tech Month description
- Tech Month logo files
- Tech Month social media graphics (more to be posted soon)
- Handouts (to be posted soon)
- Newsletter article copy
- More

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Reskilling Resources

CareerForceMN.com/Reskilling

- Customer-facing page is live but not yet linked in navigation or from slider, will be linked next week
- Looking for more reskilling success stories from your customers to feature
- This content will have earned and social media promotion in the coming months
- More content added regularly

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Minnesota's Career Resource

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Growing the Skills You Need

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Home > Growing the Skills You Need

Reskilling and upskilling resources

CareerForce can help you find a promising career path, identify your current skills and help you grow the skills you need to become successfully employed.

From career exploration to determining your eligibility for tuition assistance or even free training for in-demand jobs to connecting you with employers hiring now—CareerForce staff are available by phone or online to help you every step of the way.

Contact CareerForce today at 651-259-7501 to be connected with your local CareerForce location. Or visit CareerForceMN.com/locations to find contact info for a location near you.

See success stories

- Learn how other Minnesotans have changed career paths, leveraging the skills they already have through past experience and learning new skills, to get employed in fields that are in-demand and have a path for continued career growth. See their inspiring success stories!

Interactive tools to get you started on your path to career success

- Take an interest assessment – Considering a career change? Just starting out in the work world? Knowing what interests you can help you find the right career path. The **CareerForce Interest Profiler** will show you which occupations match the interest categories you score strongest in.
- Take a skills assessment – Wondering what skills areas you are strongest in? Need to know more about how past experience could prepare you for future work? Want to learn what skills you need to grow to start down an in-demand career path? The **CareerForce Skills Matcher** will show you which occupations match the skills categories you score strongest in.
- See a list of jobs in demand now during COVID-19 – the pandemic has had a dramatic impact on employment in Minnesota, and it has surfaced higher demand for workers in some occupations versus others. See Jobs in Demand now – and learn more about how to get connected to employers hiring now.
- Search thousands of current Minnesota job openings – search by occupation title, employer or keywords, plus geographic area.

Career pathways tool

The Career Pathways tool connects occupational data from DEED's Labor Market Information office with educational programming from the Minnesota State Career Wheel, displaying career fields, clusters, and pathways. You can use the Career Pathways tool to find an educational path that grows your skills needed to reach your employment goals, while considering the number of available positions, average wages and more.

Career Pathways | Resources

Where Do You Live?	Search For An Occupation	Required Education
Minnesota		(All)

Select Career Cluster
Click again to clear filter

Minnesota Occupations In Demand, 2020   Reset Filters

Wages in chart are the median annual wage

Current Demand	Rank	Occupation	Educational Requirements	
5 (Highest Demand)	1	Registered Nurses	Associate's Degree	$79,373
	2	Home Health and Personal Care Aides	High School or Less	$28,562
	3	Retail Salespersons	High School or Less	$26,466
	4	Stockers and Order Fillers	High School or Less	$30,447
	5	First-Line Supervisors of Retail Sales Workers	High School or Less	$43,413
	6	Nursing Assistants	Vocational Training	$5,616
	7	Heavy and Tractor-Trailer Truck Drivers	High School or Less	$49,582

DEED Updates

Lorrie Janatopoulos & Sean Bibus

- IFA Updates

Ben Baglio

- Summer Event Update

Mike Lang

- Wagner-Peyser Performance Measures Changes
- RESEA Restart

Marc Majors

- Expansion of Opioid Grant?
- Rapid Response next steps

MOU

Description of services available through One-Stop System by each Partner

TO DO: Identify which CAREER SERVICES are authorized for each required partner and determine how those CAREER SERVICES will be made available through the One-Stop Center. ***Note that WIOA Title I Career Services MUST be PROVIDED at the One-Stop Center, if/when the Center is considered to be a COMPREHENSIVE ONE-STOP CENTER. Basic career services are made available to all AND individualized are made available as determined appropriate for an individual.

How can I make my career services ACCESSIBLE?
See 20 CFR 678.305

ONE-STOP OPERATING BUDGET

TO DO: Identify all of the costs of operating the One-Stop center/site and NEGOTIATE with partners:
- which costs are infrastructure and thus must be shared by ALL partners?
- what other costs will be shared by two or more partners – career and other shared services?

Part 1. InfrastructureCosts /Agreement

Part 2. Additional Costs

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┌──────────────────────┐          ┌──────────────────────┐
│      Part 1.         │          │      Part 2.         │
│  InfrastructureCosts │          │  Additional Costs    │
│     /Agreement       │          │                      │
└──────────────────────┘          └──────────────────────┘
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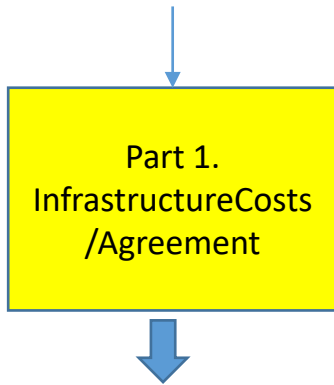
ALL partners MUST contribute to those costs identified as **infrastructure.** These costs are **non-personnel** costs that are necessary for the general operation of the one-stop center, such as:

- rental of the **facilities**
- **utilities** and maintenance; equipment (including assessment-related and assistive technology for individuals with disabilities)
- **technology** to facilitate access to the one-stop center, including technology used for the center's planning and outreach activities. This may also include the costs associated with the development and use of the **common identifier** (i.e., American Job Center signage) and supplies.
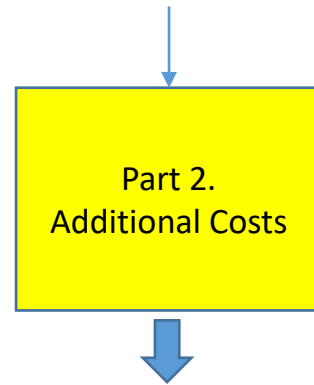
Must include applicable **career services**

- This is the cost of any career services in which two or more partners agree to share. For example, multiple partners might agree to share in the cost of staffing the Resource Room - based on each partner's relative benefit. Services provided in the RR are basic career services. (Note that a partner can only share in a career service cost when the career service is allowable under the partner's program.)

May include other shared services costs.

- This may include the cost of the OSO.

Break

Get some coffee, stretch, stand up – see you back here soon.

Equity Successes & Challenges Local Areas 8 – 18

Leading with Equity Initiative

Area of Equity Success: WDA 8

- Addition of an Equity Taskforce – subgroup of the Workforce Development Board

- Equity Logic Series for private business and community partners

- Non-Profit Consortium Commitment to Action towards Racial Justice

- Exploration of I/WE program and potential expansion in our region

- Showcase Equity Best Practices at WDB

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Area of Equity Challenge: WDA 8

- Taking an inventory of all of the initiatives already happening in our region around Equity

- Scope – defining what our Workforce Development Board can actually have impact on

- Employment and Equity – Low Racial Diversity but high disparities

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Area of Equity Success: WDA 9 (Hennepin-Carver)

- The Hennepin – Carver Workforce Development Board leadership has identified member recruitment and development for the Board itself, with a focus on diversity, as a key strategy moving forward.

- Request for Proposals to provide Adult, Dislocated Worker and Youth services have established vision, mission and priorities for the programs we are implementing within our area; these RFPs are written with the intent to reduce disparities and increase economic equity for those served. Our most recent youth RFP was designed with input from a panel of diverse youth participants.

- Hennepin County DE&I professionals conducted the Little Things Mean a Lot training to the CareerForce partners of suburban Hennepin & Carver counties. Partners included: Adult Basic Education, MN Department of Employment & Economic Development (DEED) Job Service & Vocational Rehabilitation Services, Carver County, Hennepin County, Hired and Avivo.

- The workforce development team has implemented multiple communities of practice for community-based providers providers within each program area. This has allowed providers to understand best practices, discuss challenges as well as provide a network of support. Our next phase in this implementation process is to create communities of practice across programs in order to better collaborate and enhance opportunities for program participants.

- Over the past few years, we have conducted a review of program data which resulted in a dashboard via PowerBi. This dashboard provides a unique lens into demographic, geographic, activity and outcome data across programs.

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Area of Equity Challenge: WDA 9 (Hennepin-Carver)

- Staff regularly conducts analysis of program policies and procedures in order to reduce structural barriers and increase opportunities for individuals served. Changes that require state or federal action are more difficult to influence/implement.

- Finding flexible funding to partner with Community Based Organizations that may not have the knowledge or capacity to provide services under our complex existing programs (Adult/DW/Youth) is difficult.

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Area of Equity Success: City of Minneapolis WDA 10/Region 4

Step Up 2020: One of the core programs aimed at creating greater racial/ethnic equity is our summer youth program - Step Up. Despite Covid interrupting our hundreds of summer worksites, we needed this past summer (more than any summer) to reach as many Minneapolis low-income and BIPOC youth through our summer Step Up programming.

In summer 2020, the Step Up program rapidly adjusted to provide online workforce learning modules, extending the opportunity to learn virtually and earn stipends for completion of these modules to all Minneapolis young people who applied to the program.

Results:

*Over 1,800 Minneapolis youth completed Step Up's spring work readiness training, with 900 of those youth moving to an online format as Covid precautions began.

*1,027 Minneapolis youth participated in a five-week, paid, Step Up Online Summer Learning Program, with an opportunity to earn up to $600 for module completion.

*466 internships at over 60 companies and organizations – 75 of those were virtual/semi-virtual

*92% low income

*89% BIPOC youth

*15% students with disabilities

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Area of Equity Challenge: City of Minneapolis WDA 10/Region 4

- Each day was a new challenge while working in a Covid economy and social landscape especially with youth as the core audience of this program.

- In an average summer, the Step Up team works with Minneapolis employers to create over 1,600 internships. Due to Covid, nearly 2/3 of all internships were canceled.

- In Minneapolis, we know from our youth that an internship is not simply about work experience, it is also about bringing income into the family. With the loss of internships, youth and families lost income.
  - This is why we added the virtual learning platform with an ability of earning a stipend.

- The digital divide is real and low-income and BIPOC youth and young adults in Minneapolis were disproportionately impacted by access to computers and reliable internet – the basic learning tools required by a virtual online learning environment.

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Area of Equity Success: Anoka County WDA #12

- Urban League Twin Cities collaboration established 2014
- Onsite staffing focused on providing culturally specific services
- Services are flexible and adjust based on caseload need
- Current providing remote/virtual services
- Focused on individualized career counseling on METRIX Learning (Online learning tool for stackable career pathway credentials)
- http://www.metrixlearning.com/
- Utilize PCSforPeople partnership for digital literacy enhancements

- "Hybrid" Employment and Eligibility Workers
- Established 2000 – combined Economic Assistance and Employment Counseling
- Provide integrated services to African American and American Indian DWP & MFIP participants
- Cultural compentency outcomes, promote cultural connectivity and collaborate with ULTC onsite staffing.

Area of Equity Challenge: Anoka County WDA #12

- Current economic downturn and impact, children in home with secondary educational needs and COVID health impacts
- High unemployment claims and industry impacts
- Lack of access to digital technology and usage
- Local, regional and state disparity and racial impacts and cross-sector partnerships (educational/employment)
- Housing

Area of Equity Success: Dakota-Scott, #14

- Inclusion, Diversity and Equity (IDE) was the spotlight topic for two WDB meetings
- IDE strategies are being added to the plans of work for each WDB committee
- WDB taking a close look at employment programs' enrollments and outcomes by race
- WDB providing "How to be Antiracist" books for all members

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Area of Equity Challenge: Dakota-Scott, #14

- Having a more diverse board
- Having correlative data e.g. MFIP
- Knowing strategies and tactics have made a difference

Area of Equity Success: WDA #15, Ramsey County

- Leveraging Trusted Messengers in our community to share about resources. County is partnering with a total of 27 organizations to:
  - Provide culturally and linguistically appropriate information and resources to prevent the spread of COVID-19.
  - Connect residents to resources and services for which they may qualify.
  - Share health messaging and information on county services and programs through a culturally specific and linguistically appropriate manner.

Partners assess the needs of their target population(s) and identify what topics and messages are a priority for promotion. They will then use a variety of engagement strategies and communications channels to reach the community.

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Area of Equity Challenge: WDA 15, Ramsey County

- Ensuring that those with limited digital access and language can use services and access programs.

- Overemphasis on skills attainment for many workers often doesn't take into account multiple systems, including not only workforce, but also education, housing, criminal justice and others, have created an inherent set of disadvantages for people of color. Our residents experience multiple affects that impact work.

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Area of Equity Success: WDA #16, Washington County

- Plans developed for serving youth and adults in Landfall and Cimarron. It's a partnership between the local board, Family Means, the city of Landfall, Trio and the MN Extension Service.

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Area of Equity Challenge: WDA #16, Washington County

COVID-19 interrupted our plans for working with youth and adults in two communities - Landfall and Cimarron.

Area of Equity Success: WDA #18, Winona County /Region#6

- Adopted inclusion statement for Workforce Development Board and welcoming commitment including:
  - Practice extra effort and intentional strategies to recruit and retain diverse board membership
  - Encourage and support One Stop Operator efforts to engage marginalized populations in programs and services leading to high-demand sustainable wage careers
  - Demonstrate a commitment to inclusion by regularly reviewing and revising policies to ensure they are welcoming and non-discriminatory

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Area of Equity Challenge: WDA #18, Winona County/Region#6

- Engaging members of the BIPOC community who are experiencing higher unemployment rates
- Changing company cultures to hire and retain this demographic to solve labor shortages and inequities

Director's Report

Jeanna Fortney

Hot Topics

- Rotation for MAWB Committee Chairs: Nicole Swanson

- Round robin for local areas: What is your marketing plan for DW/program outreach and how is it funded?

Committee & Initiative Reports
2-3 highlights each

- Leading with Equity Initiative
- NACo
- US Conference of Mayors
- GLETA
- WF1 Advisory Committee
- CareerForce Return to Workplace Task Force
- Training Work Group

- Policy & Issues Committee
- Jobseeker Services Committee
- Business Services/Economic Development Committee
- Legislative Committee
- Joint MAWB-CareerForce Systems-VRS-SSB Meetings