



MAWB Operations Committee Minutes

May 27, 2021

The Chair called for approval of the agenda. Mark Jacobs moved approval of the agenda and minutes. Tammy Biery seconded the motion. The agenda and minutes were approved.

DEED Updates

- RETAIN grant – [see slides](#).
 - Workforce Development, Inc. will be releasing an RFP for additional workforce development partners to participate in this statewide expansion.
- Workforce One Connect App – a soft launch began on May 21st. VRS will not start the rollout until this fall. SSB is already using the app and DHS will join soon.
 - A committee member suggested that consistency in marketing is needed. They recommended a meeting between local area staff and DEED Communications.
- Opioid and DWG – DEED is augmenting eligibility requirements and reducing long-term attachment requirements. More information to come.
- CareerForce Community Liaison – DEED is hiring for a new staff person for this role. They will be bilingual and can work remotely anywhere in the state but will travel to build relationships in communities. The position will be posted very soon and will be externally recruited.
 - Ling Becker, Director of Workforce Solutions at Ramsey County, suggested that this would be a good opportunity for alignment with MAWB's Leading with Equity initiative. Local partners would also be helpful in identifying places of need and helping to avoid duplicative services in places where local areas are already working and building relationships.
 - Elena Foshay, Director of Duluth Workforce Development, added that the liaison's scope of work should include passing along connections and contacts to local areas.
- CareerForce Leadership meetings – would like to have a MAWB member involved as a co-chair and work with Rita Beatty at DEED to set the agenda for meetings. They are planning to meet every other month.
- OSOs and IFAs – DEED's contract attorney team is reviewing the OSOs and there are no updates on IFAs. Further information will be brought to the Policy & Issues Committee.
- Deputy Commissioner Kevin McKinnon shared updates on the work of his division – [see slides](#).
 - Workforce Wednesday session has 481 people registered! If local areas know of employers using innovative practices with hiring, send them to Jackie Buck.
- DEED has acquired licenses to the Premier Virtual platform for online events. The account is currently active, and staff are learning how to use the system.
- Good Jobs Now calls – 35,000 calls made so far. Transitioning from retail industry to office and administrative support. Calls to retail industry workers have seen an upward trend in people who already have MinnesotaWorks.net accounts. There has also been an upward trend in connection rate.
 - The only metrics currently available are point of service metrics. Outcomes are not available until 90 days after an individual has not used services.

- 18,500 people have gotten connections. UI keeps track of this data. Wagner-Peyser is signing people up for MinnesotaWorks.
- Staff will keep calling a person until they receive a response.
- Mark Jacobs, Director of the Dakota-Scott Workforce Development Board, raised a question about finding the return on investment for these calls. Many employers in Minnesota are frustrated by the perception that CareerForce locations are closed. Job Service staff are also unavailable to help with local activities since they are fully occupied by calls. Further discussion will take place at the Policy & Issues Committee.
- Ling Becker, Director of Workforce Solutions at Ramsey County, suggested that DEED/Job Service should include employers before starting the next round of industry calls to office workers. This would help employers be more involved in the process.
- MinnesotaWorks labor exchange is on track to be replaced by the end of 2021.

USDOL Apprenticeship Expansion and MNRAE Update

- Annie Welch, Director of Projects & Planning at the Minnesota Department of Labor and Industry, shared a presentation about an application to a federal grant opportunity. See slides.

Leading with Equity Initiative Update – [see slides](#). Discussed leadership and succession plan and voted on potential topics/themes for future Operations Committee meetings. Votes are as follows: Digital Divide (7), Equity-Focused Collaborations with Employers (6), Corrections/Criminal Justice Initiatives (1).

Training Work Group Update – [see Training Matrix](#). Discussed holding an Equity Training Series this summer. A survey will be sent out to clarify topics/themes within equity and connected to workforce. More details to come.

Hot Topics

- DEED Engagement Sessions: A few local area directors attended these sessions and shared their thoughts.
- Requesting Funds: Motion by Vicki Leaderbrand, Executive Director of Rural Minnesota CEP, to request at least \$350,000 in Regional Funding for a 12-month period and to request at least \$100,000 in Capacity Building funds for a 12-month period. Seconded by Tammy Biery, Executive Director of Career Solutions. The motion carried.
 - Ling Becker emphasized the importance of being strategic with these funds. Suggested committing a percentage of funds from each region to a statewide strategic goal.
- Dues: Motion by Mark Jacobs, Director of the Dakota-Scott Workforce Development Board, to set the 2021-2022 MAWB dues revenue at \$75,000 and use the WIOA formula to set the amount for each local board, using the same numbers as last year. Seconded by Vicki Leaderbrand, Executive Director of Rural Minnesota CEP. The motion carried.
 - Invoices will be sent in mid-June.

Committee Updates

- NACo
 - Discussion ensued regarding current legislative proposals.
- GLETA
 - Will send notes via email.

- WF1 Advisory Committee
 - WF1 Connect App available for download, soft launch in progress, app will have staggered rollout.
- CareerForce Return to Workplace Task Force
 - Met this week. Where DEED holds the lease, staff and partners are required to wear masks. Where the local area holds the lease, masks can be required, but not obligated. DEED staff must wear masks regardless.
- Joint MAWB-CareerForce Systems-VRS-SSB Quarterly Meetings
 - July meeting cancelled. Encouraging attendance at GWDB event. More details to come.
- Policy & Issues Committee
 - See notes.
- Jobseeker Services
 - See notes.
- Business Services/Economic Development Committee
 - See Top 10 and notes.
- Legislative Committee
 - No budget agreement in the legislature. Committees have been asked to provide spreadsheets. Will be monitoring the situation closely.

Items for Other Committees

- Discuss Opioid and DWG eligibility changes at the Policy & Issues Committee
- How should the return on investment be quantified and explained for the Good Jobs Now calls? Discuss at Policy & Issues Committee.

Next Steps

- Jeanna and Becky will develop a survey about topics of interest for the Equity Training Series, and then prepare a list of potential speakers.