



MAWB Business Services/Economic Development Committee Minutes

January 13, 2022

Summary of Special Presentation

Mary Rothchild, Senior System Director of Workforce Development, shared a presentation about new employer-focused resources available through M State. [See slides.](#)

Employer-Related Updates: Items Pertinent to Employers or Employer Services

- M State
 - M State is involved with several [Good Jobs Challenge](#) grant applications, including a \$6-\$8 million application on transportation careers, a South Central effort on manufacturing, an application on readiness for construction apprenticeships, and a partnership between M State and the Biological Sciences department at the University of Minnesota on bioindustrial careers.
 - [Free nursing assistant training](#) is now available through M State.
- Economic Development Association of Minnesota (EDAM)
 - Recently held sessions to help “build the toolbox” for [new/emerging economic development professionals](#) with less than 10 years of experience. They also have their [Winter Conference](#) coming up at the end of January in Bloomington. Also shared a resource from the Lakeville Chamber of Commerce who has produced a ton of [free business assistance webinars](#) geared for employers to help them navigate grants and other economic development opportunities as a result of the pandemic. The Lakeville Chamber also has an event coming up on January 18th called the [Real Time Hiring Solutions series](#).
- Minnesota Association of Professional County Economic Developers (MAPCED)
 - The Treasury recently released the [Final Rule for the Coronavirus State & Local Fiscal Recovery Funds](#). The Final Rule has several provisions that differ from the Interim Final Rule. MAPCED members are gearing up for the legislative session and hoping that major legislative priorities around housing, childcare, broadband, and workforce are addressed this session. In good news, [data from the Census](#) showed a 15% rise in Minnesota business startups in 2020.
- Minnesota Consortium of Community Developers (MCCD)
 - Continuing Diversity, Equity, and Inclusion efforts with new resources for employers: [free certificate course](#) on diversity from the University of Minnesota, an [infographic on inclusive recruitment practices](#), [Google re:Work resources on unbiasing](#), and free [implicit bias testing online](#) for race, gender, sexuality, etc.
- State Agencies
 - DEED
 - Should be hiring and announcing two new Workforce Strategy Consultants next week for the Northwest and Northeast areas.

- The next [Workforce Wednesday webinar](#) on February 2nd will include strategies for engaging with Minnesota’s BIPOC workforce, which will include presentations from employers.
 - The Build What Matters Commissioner’s roundtables have been happening around the state. The [DEED YouTube channel](#) has the recorded live streams and many other videos, including lots of videos for employers, posted here.
 - Working on targeted regional development strategies and identifying workforce needs in industry clusters. Emerging technology sector has unique workforce needs. Also mentioned Minnesota Business First Stop, an inter-agency partnership to streamline the process for business permitting, startups, and expansions.
 - DoLI
 - The [Youth Skills Training Grant](#) is opening their fifth round on January 18th.
 - [Dual Training Pipeline Industry Forum events](#) are coming up on February 8 and 9.
- Local Areas
 - Rural Minnesota CEP
 - Received a P2P grant and will be working on four industry sectors. Their focus is on intense career assessment and planning, with goals of increased wages and credential training. They are also working on regional planning and, as part of that, are expanding the Inclusive Workforce Employer (I-WE) program to Northwest PIC. Rural CEP is still dealing with a mass layoff in the area and have found on-the-job training (OJT) to be especially successful in the current labor market. In-person job fair attendance continues to fluctuate. A recent job fair in the Fargo area had 100 employers and 75 jobseekers.
 - Central Minnesota Jobs and Training Services (CMJTS)
 - Moving forward with I-WE in the area. They are doing an employer training on March 3rd which will feature two presenters: the U of M Extension and Career Solutions. They will be holding a hiring event on March 9th in Monticello.
 - Recommended visiting [Coursera](#) for online diversity/equity/inclusion training.
 - Received a P2P grant and will be working with three different jails on pre-release training for certain in-demand occupations, such as welding.
 - Duluth
 - Also received a P2P grant to do a healthcare on-ramp with CNA classes, although the rollout of free classes has made this more complicated. There are also CNA testing concerns statewide.
 - They have been working with the City of Duluth Economic Development department who received ARP dollars to fund a childcare program in partnership with the Northland Foundation and Child Care Aware. They are offering training classes in the evening with hybrid format to help get people into childcare careers. The goal is to equip participants with everything they need so by the end of the course they are ready to step into a job. One of the classes includes an “employer day” which connects the participants to local employers.
 - Anoka

- Also received P2P grant which they will use for manufacturing efforts. They are also working with DHS on a project to coordinate services for immigrant families.
- Dakota-Scott
 - Recently had a job fair with seven employers and six jobseekers. They will be running their Employers of Excellence program again. The survey that was conducted indicates an opportunity to help employers develop a communication strategy so that jobseekers are informed of hiring dates, interview dates, decisions, and more.

Innovative ideas for engaging remote workers

Some committee members have shortened their online events significantly. In general, it seems that the online meeting default is now 30 minutes. Several people recommended strategies to make meetings more interactive by using live survey tools, etc.