Governor's Workforce Development Board (GWDB):
Updates for MAWB Operations Committee

Thursday, January 27, 2022

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Overview

1. WIOA State Plan
2. WIOA Local/Regional Planning
3. GWDB New Americans Task Force
4. Hiring International Students (H-1B Visa Holders): Virtual Event
5. Digital Reskilling Updates
   a) DEED-Coursera Partnership
   b) Grow with Google offer
   c) CPL via MN State

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WIOA State Plan

- Current WIOA State Plan is for PY2020-23

- New federal guidance came out just before Christmas on modifications

- Kay Kammen, GWDB staff, leading coordination on our end to compile modifications/revised language; we're both working with ETP, CF, & others on some pieces

- Process Overview (Rough Timeline):
  - End of January/early February: GWDB compiles new language from across agencies; develops own language as it relates to the "strategic elements"
  - Mid-February: GWDB Operations Committee reviews proposed modifications, makes recs
    - State Plan modifications then posted for public comment (30 days)
  - March 15: deadline to submit to US DOL
    - Based on federal timelines, modifications are unlikely to include latest performance negotiations (between DEED-DOL) – meaning these will be submitted at a later date
  - Once submitted: GWDB staff can shift gears to focus more on Local/Regional Planning

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WIOA Local/Regional Plans

- Letter sent out to WDBs from Commissioner Grove:
  - GWDB will now oversee Local/Regional Planning work for DEED
  - Goal is to create more alignment between State and Local/Regional Plans – GWDB best positioned to do
- MAWB (via Jeanna) sent out an email on 1/11/22 with some concerns, along with chairs of multiple local boards. Some points addressing these concerns:
  - **We will proceed moving forward by considering *the Local/Regional Plans submitted to DEED by LWDBs in 2021 as APPROVED***
  - **GWDB staff will work with MAWB and the DEED CO to determine if 7/31/22 is the best date, or if additional time will benefit our system**
  - **GWDB staff will prioritize guidance for Local/Regional Plan modifications after the WIOA State Plan has been submitted to US DOL**
- GWDB staff will work to make sure someone is in place to coordinate Local/Regional Plans specifically, and ideally, to also provide technical assistance around strategic planning, community engagement, or other supports year-round
- GWDB Director will send out a letter to LWDBs summarizing these points

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Hiring International Students (H-1B Visa Holders)
Virtual Event for Employers, LWDBs, Other WFD Partners

- GWDB New Americans Task Force launched earlier this month
  - Tammy Biery representing MAWB as a member
  - Main deliverables: Written Report; Framework for Engaging, Supporting, & Training Nas
  - Work includes employer engagement & informational sessions

- Will be holding 1-2 virtual informational events for employers, workforce boards, and others with questions about the barriers/red tape to hiring international students

- Presenter will be an experienced immigration attorney with relevant statewide knowledge

- Have been working with Elena, but would like to make this statewide

- Local boards can invite employers once we set a date (likely in March)
  - Any dates to avoid or consider?
  - Other thoughts, reactions, or ideas?

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Coursera &
Digital Reskilling Updates

www.CareerForceMN.com/Coursera

Coursera Utilization
(6/1/2020 through 1/20/22)

Course Completions: **13,049**

Collective Learning Hours: **213,435**
Lessons Completed: **255,995**
Course Enrollments in Last 28 Days: **1,987**

Learner Feedback (Single-Course Reviews):
Total # Reviews w/ "Star" Ratings (1-5): ***1,610***
5 Star Reviews: **1,240**
4 Star Reviews: **263**
3 Star Reviews: **63**
2 Star Reviews: **22**
1 Star Reviews: **22**
AVERAGE SINGLE-COURSE RATING: *4.7/5.0*

**Minnesota Learners by
# of Courses Completed:**
Exactly 1 Course: **1,528**
Exactly 2 Courses: **597**
Exactly 3 Courses: **326**
Completed 4+ Courses: **1,037**

of *Different* Minnesotans who completed 1 or more courses: ***3,488***

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Coursera
(continued)

- Coursera: not a training provider, doesn't own most of the curriculum itself
  - Over 8,000 courses in MN's catalog, from over 200 universities or businesses
  - Makes putting on the ETPL difficult, but doesn't render it useless to the WFD system
- 2020-21: ANY Minnesotan could get access (unlimited licenses at DEED)
- 2021-April 20, 2022: fewer full-access licenses, many *accessing through CBOs*
  - DW Programs (especially State)
  - Pathways Programming
  - WIOA Parameters: federal regs make little easier to work w/ Youth than others
- DEED Veterans Program (73 joined, 40 active); some utilization by VRS

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Digital Reskilling Efforts

- MN surpassed the 13,000 course completion mark on Coursera
  - IT/tech by far the most sought-after
  - Also project management, data analytics, and more
- Existing work with CBOs to utilize curriculum
- CPL work with MN State Colleges & Universities
  - Pre-Mapped walkthroughs for how Minnesotans can get CPL for specific Coursera certs
  - BIG announcement in the next 2-3 weeks (hoping 1 school in each RWDA)
- Current initiative (free access to Coursera) ends after 4/30/22
- After 4/30/22: Grow with Google offer
  - Utility for Local Boards? (Google willing to provide directly to LWDBs or thru DEED)
  - NASWA – offer for state agencies to access through NASWA
  - DEED could potentially partner directly with Google

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Grow with Google

- Potential for MN/DEED to get free access to **Grow with Google professional certificates** content

- If taken up on their offer, Minnesota would have access to these Professional Certificates from Google:
  - **IT Support** *(carries an ACE College Credit Recommendation – 12 college credits)*
  - **Project Management** *(carries an ACE College Credit Recommendation)*
  - **Data Analytics** *(carries an ACE College Credit Recommendation)*
  - **UX Design** *(carries an ACE College Credit Recommendation)*
  - **IT Automation with Python**

- IT Support: most popular program Minnesotans are accessing
  - Prepares someone for an entry-level IT Support/Help Desk role
  - Largely mirrors the CompTIA A+ Exam coursework
  - Google actively hires from this learner pool, as do other larger employers (**https://googlecerts.courserajobplatform.org/employers**)
  - One of the professional certs we'll be announcing CPL opportunities with MN State
  - Interest from some industry partners to somehow partner to develop/expand talent

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Digital Reskilling Efforts
Questions/Discussion

- **Main Question: Thoughts on Google's offer? Suggestions on delivery?**

- Many learners want "on-demand" training, which helps "meet them where they're at", as evidenced by the usage data. Can our WFD system meet this?

- 6 different CBOs "connected the dots" and used for some program participants – easier if non-WIOA but still possible with WIOA – but we didn't have any local boards using it regularly

- Other than ETPL and concerns/federal regs not addressing something like Coursera, are there barriers to think about to make tools like Coursera useful for our system at the local level?

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Questions? Ideas?

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