



## MAWB Operations Committee

October 26, 2023

Following introductions, the Chair convened the meeting at 9:03 AM.

Approval of the minutes, moved by Nicole S., seconded by Jinny R. 11 Ayes, 0 Nays

### Hot Topics

- How to make time for deeper/longer discussions
  - Submit any agenda items whenever you think of them so meeting time or separate time can be set up.
- Drive for Five
  - Many questions have been submitted to DEED and directors are waiting for FAQs to be posted.
  - M State is considering going in together on a grant – can we connect with them to get more information on what they’re thinking?
    - Phil from Minnesota State is a potential contact, Jeanna will follow up with him.
  - Metro area chambers working with local boards on applying.
    - Chamber work will be mostly focused on broader employer engagement and career awareness.
  - What are the occupations of focus? Is it short-term training or longer-term college degree programs?
    - Rural MC CEP – Heavy equipment
    - Minneapolis – Credentials that can be completed within time frame.
      - Sug Tech
      - IT boot camps
  - Discussed that the RFP looks really similar to P2P Individualized
    - SE MN looking to submit similar proposal to P2P Individualized
  - Concerns around getting to \$25/hr, in some industries and areas of the state.
  - Concerns about the quick timeline—one idea is to look into enrolling those already in trainings programs to be hired by the employers partnering in the project.
  - Ask: As you move forward with your planning can we share with the rest of the group...optional weekly touch base??
- Potential of shared positions for things like marketing and HR
  - Jinny is working through a leadership transition and reorganization of leadership staff.
  - Organization is not big enough for a full-time marketing, IT, or HR person...wondering if anyone is interested in sharing these positions.
  - Discussed importance of marketing. Revisit topic of increasing dues to support a marketing person. Maybe a conversation with DEED? Jeanna will share prior research Becky completed.
    - MESCC is working on a shared marketing/re-brand.

- Strategy vs day-to-day work (graphic design, social media, earned media placement)
  - Create a work group on this? - Start with a poll/survey
    - What are the outcomes we'd be looking for?
    - What are the needs in each of our local areas?
    - What is the product?
    - What is the geographic scope?
    - What about CareerForce brand vs local organizations/services?
    - What are MAWB's interests? - Advance work of local boards, raise visibility
  - Maybe those that do direct service could use a marketing strategy. Local boards could use marketing too.
- Potential salary survey for field positions
  - Ask for anyone interested in participating in survey...Jeanna to collect salary structures from folks.
- REA Sessions
  - Discussed that some DEED staff want to return to in person REA meetings as do local boards but there has not been interest from DEED leadership to date.
    - Drawbacks to REA calls: Getting referrals but not enrolling.
    - People not answering phone, no connection to customer.
    - Morale among staff doing the calls is low.
  - Larger discussion about return to in-person services and what to discuss with the commissioner.
- Federal Reserve Survey
  - Discussed working with the FED to complete a jobseeker survey. DEED does not want DEED participants involved due to survey fatigue. Jeanna will follow up with Annie T to get more information on this.
- Next Generation CNA Initiative
  - 3rd Round
  - Just using M State providers
  - Required employer engagement events that trainees have to attend in addition to classroom hours.
  - Focus is on long term care.
  - Survey of past graduates
    - 50% response rate
    - 50% of respondents working in long term care
  - Connection to local boards
    - Request to let us know when classes open up.
    - Refer to CareerForce when someone needs help/support or wants to work in a hospital setting or outside of long-term care.
  - Up to 2 tests are covered.
  - Share wait list with us, to market P2PCollege can send P2P/WIOA Adult training info to wait list participants - Anoka has done this.
- Certification of Comprehensive Centers

- Supposed to be done every 2 years but hasn't been done for probably 5 years. We should ask who will be doing this in the future.
- Local board designates comprehensive center, but DEED has to sign off.
- Access vs actual presence - what is minimum required for a comprehensive center?
- Certification of Local Boards
  - Jeanna is inquiring about a form that can be used for this.
- Customer Tracking Updates
  - Our recommendation was Option 3
  - DEED leadership wants to pilot options 3 and 5.
  - One person per area in the pilot site to participate in implementation working group.
  - 4 sites needed to participate.
    - Duluth
    - Northeast
    - Dakota-Scott is a maybe.
    - Moorhead location (RMCEP)
    - Nicole is a maybe too.

### GWDB Updates

- WIOA designates a lot of power/decision making to Governor.
- DOL guidance has not been issued yet on the state plan.
- State/Local/regional plan guidance should come out next week as draft - due May 6. State plan out for comment Jan 15
  - Will include state vision/goals/strategies.
    - Inter-agency and local coordination
    - Sector partnerships, employer leadership of strategies
      - Focus on the Drive for 5 industries - decrease job vacancy rate, focus on under-represented populations.
    - Innovative service delivery - meeting customers where they are, partners and strategies.
    - New Americans - how are we working with the Office of New Americans, what does partnership look like, how are we contributing to work in this area.
    - Targeted populations - who are they in our local area/in the industries of focus, how are we serving them?
  - What are we working on that can connect to/contribute to state goals/strategies?
  - How can state/GWDB support our work? What are our biggest priorities for GWDB to tackle?
    - i.e., driver's license - statewide solution
    - Innovative service delivery
    - Alignment between statewide sector initiatives and local sector initiatives
  - What other best practices/initiatives are we implementing at the local level that the state should know about
  - Specifically address in local plan - what innovative strategies for construction training/workforce development will be needed to make infrastructure bill projects a success? (i.e., integrate housing construction into workforce strategy? Zero interest loans for vehicle purchase? Etc.)
- DEED Innovation Lab

- Consultants within DEED to map out strategies, processes - understand personas, use as basis for innovation and planning.
- Who is Minnesota's state infrastructure officer? This is part of the infrastructure bill.
  - Katie helped write the CHIPS workforce plan.
  - Now working with Governor's office to reach out to state agencies who are working on federal projects.
    - Workforce goals and strategies
    - Project locations and timelines
    - Will reconnect with us to develop talent strategies tied to projects.
    - Katie making sure workforce strategy and funding is built into project plans/budgets.
  - Greater MSP wants to be more engaged in workforce development - develop a strategy, collaboration across partners.
- Integration/alignment with higher ed - how can we make sure they are participating/aligned with local/regional plans?
  - Local colleges should be reaching out and sharing information with local boards about systems work/initiatives they are working on.
- How does regional coordination/alignment fit in this round?
  - How can DEED support regional work?
  - What is needed for regional coordination?
  - How can we create a road map for where we want to go, and truly operate as a system?
- Can the Governor's board really take on cross-cutting issues, like driver's license, that impact people statewide?
  - Also advocating with taxing authorities to fund some of the work long term - DEI, etc. - permanent investment in infrastructure around economic development

#### **Director's Report**

- The MAWB state platform was discussed. Moved: Jinny, Second: Nicole
- The MAWB federal platform was discussed. Moved: Mark, Second: Jinny.

#### **Workforce Division Updates**

- Will be issuing subsequent designation letters late next week - submit ours ASAP, resubmit every 2 years.
- Certification of centers - likely Juanita, Marc will confirm.
- One Stop Operator MOU - Marc will look into this, edits may be needed.
- Hiring updates:
  - ETP Director posting closed and in process.
  - CareerForce Director closed and in process.
  - Movement to improve efficiencies within next 30 days - will let us know.
- Will release Targeted Populations RFP on Monday - opportunities for partnership and collaboration - job skills and entrepreneurial skills. Holding the DEI and capacity building till January
- P2P awards by December 1

#### **Meet DEED Commissioner**

- The committee met the commissioner and had a discussion over various topics.

#### **MOU/IFA Check-In**

- The committee ran out of time and will hear more on this topic at the next meeting.

**MAWB Committee Updates**

- The committee ran out of time and will hear more from committees at the next meeting.
  - Jobseeker Services
  - Business Services
  - Legislative
  - USCOM
  - NACO
  - WF1
  - GLETA

**Next Meeting: Thursday, December 7th from 9:00 AM – 12:00 PM via Zoom only!**