



**EMPLOYMENT AND
ECONOMIC DEVELOPMENT**

Workforce Strategy

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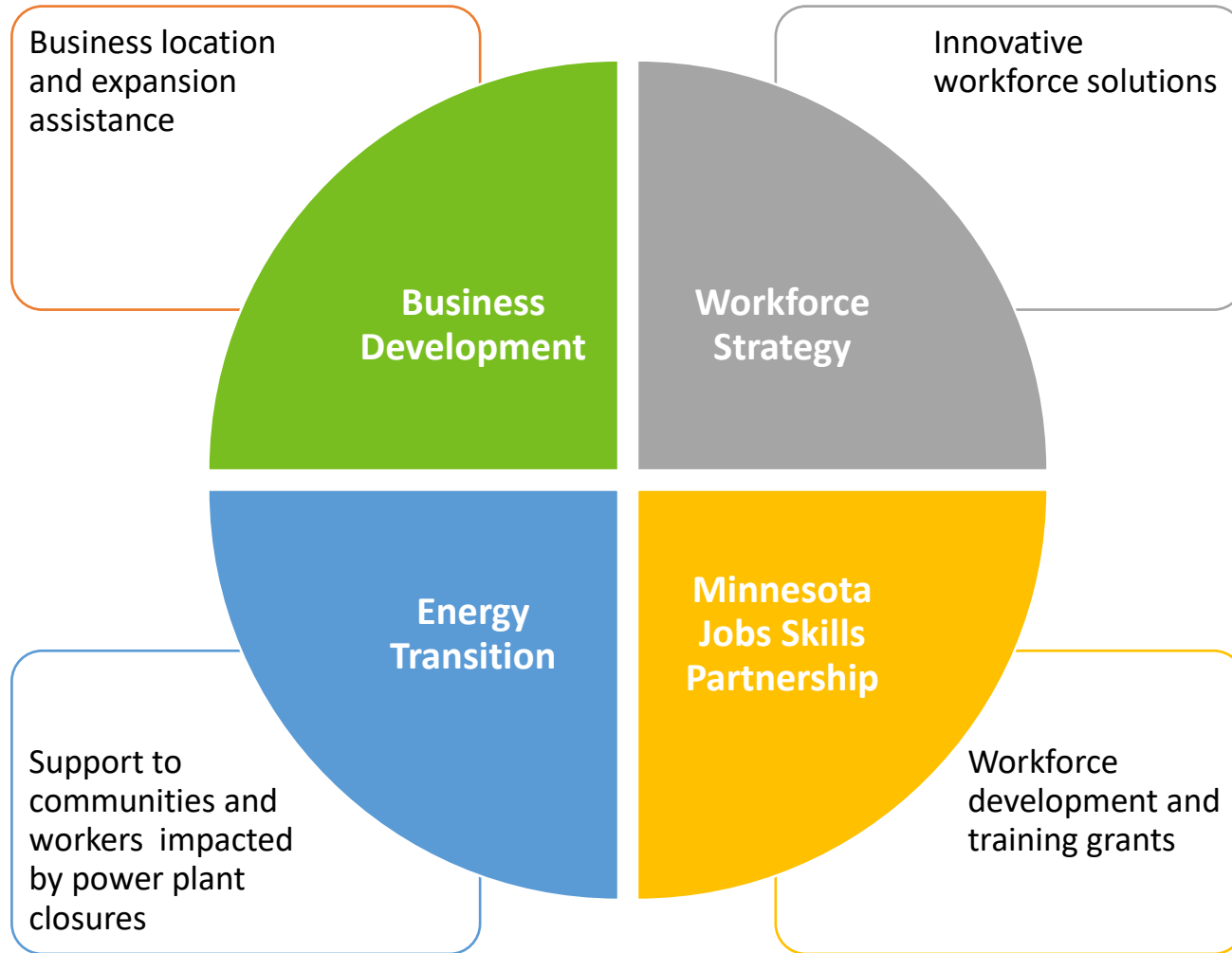


Agenda

- Overview of DEED's Business Development Office
- Introduction to Workforce Strategy Consultants
- State/Regional Statistics
- Five Workforce Strategies
 - Recruiting and Brand Awareness
 - Employee Retention and Career Opportunities
 - Onboarding Training and Upskilling
 - Diversity, Equity & Inclusion
 - Engaging Community Partners and Stakeholders
- Employer Resources and Special Grants
- Next Steps



DEED's Business Development Office is comprised of four distinct yet closely interrelated areas



How we collaborate on business attraction, retention, and expansion efforts

Business Development identifies, pursues and develops business location and expansion opportunities



Business Development matches these projects with the resources available in the State to help them locate/expand here



Workforce strategy helps these projects connect with the tools available across the State's workforce system to help recruit, retain and develop talent



MJSP assists with grants to support new and incumbent workers with the training and development needs of business location/expansion projects



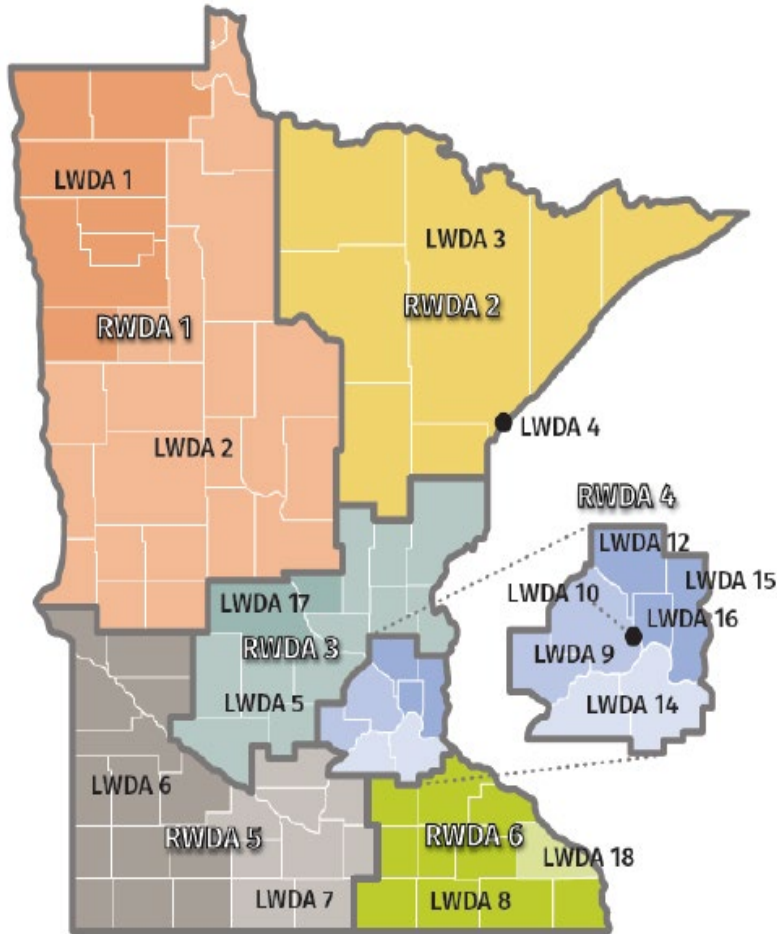
Who the WSCs are and what we do

MISSION

Develop innovative workforce solutions by aligning resources, facilitating collaboration, and leveraging expertise in targeted industry sectors to drive economic equity and growth.



WIOA & Regional Approach



Workforce Innovation and Opportunity Act (WIOA):

Six regional workforce development areas:

- Vision - To have a healthy economy where all Minnesotans have - or on a path to - meaningful employment and a family sustaining wage, and where all employers are able to fill jobs in demand.
- *Goals*
 1. To reduce educational and employment disparities based on race and disability to provide greater opportunity for all Minnesotans.
 2. To build employer-led industry sector partnerships focused on better understanding of the skills that employers need and connecting skilled workers to those opportunities.

Responsibilities of each area include:

- ✓ Identify industries within each region with high demand while facing worker shortage
- ✓ Create strategies (career pathways, sector partnerships, etc.) that align the goals of that region's plan
- ✓ Assist in the implementation of strategies chosen by regional board

Workforce Planning



Workforce

- Occupations in demand
- Access to education & training
- Family sustaining wages

Employers

- Coalition model
- Talent focused
- Committed to DEIA

Education

- Targeted student outreach
- Industry recognized credentials
- Employer aligned curriculum

Who We Serve

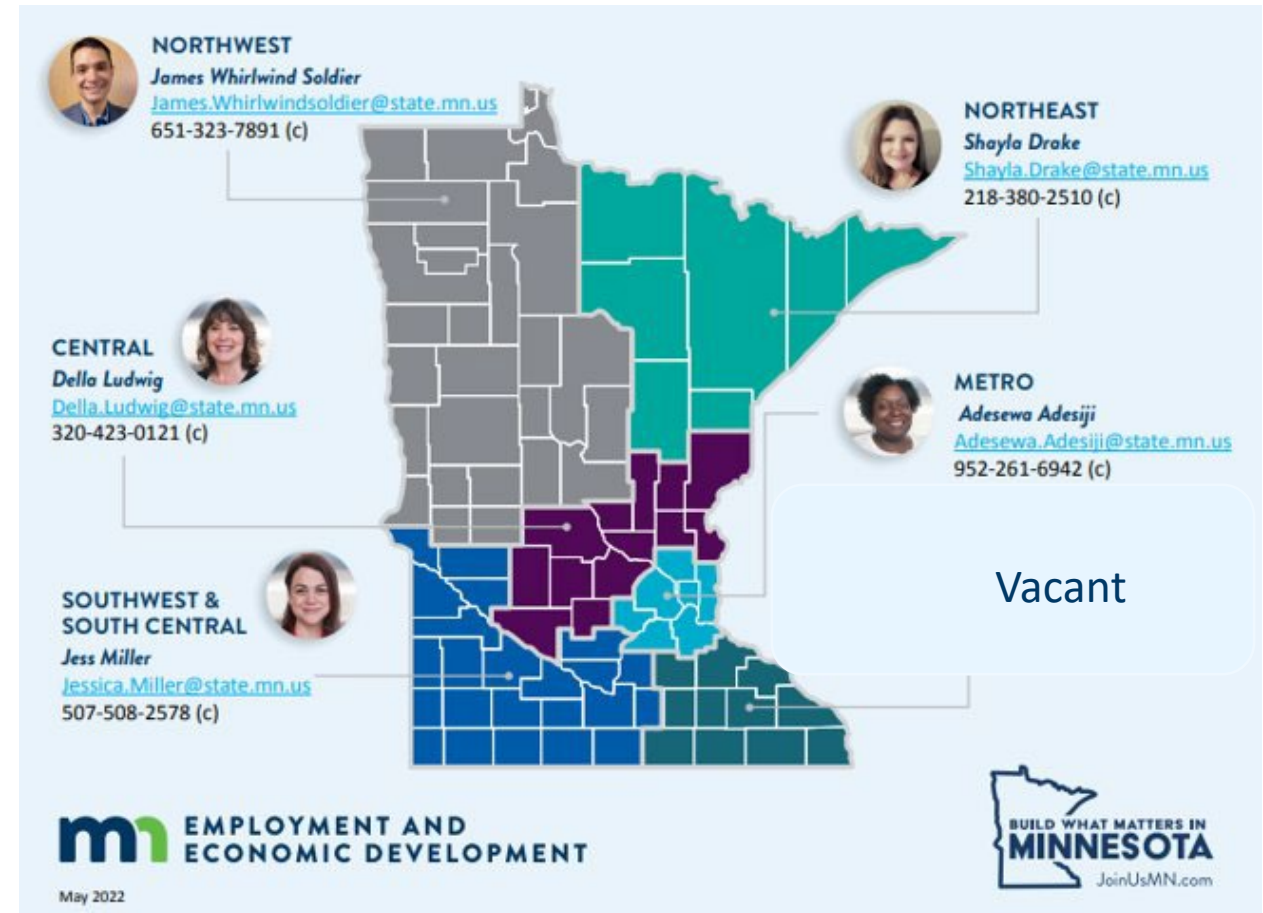
Employers expanding or relocating to Minnesota

Manufacturing, Healthcare, Construction
Trades, Agriculture, Tech, Transportation, emerging
sectors: Semi-Conductor, Bio-Business, Clean
Energy

Communities, regions, workforce and education
partners

PROJECTS:

Workforce Wednesday, Business Led Sector
Partnerships (GWDB), DiMi, MIWI, Welcoming
Communities, Manufacturing Month & Tour of
Manufacturing, Construct Tomorrow, SCRUBS Camp
and other career exploration events



Today's Workforce Needs

Flexibility	Supportive Management	Skill Development	Relationships
Connection/ Team Experience	Remote Access	Opportunities	Purpose
Competitive Pay/Benefits	Options	Work/Life Balance	Family Centered
Diversity, Equity, Inclusion & Belonging	Mental Health Support	Paid Time Off	Strong Culture

- 2.7% MN Unemployment vs 3.8% US Unemployment in March
- 3,097,736 people in the labor force
- Labor force participation rate 68.0%
- Graduation rate of 83.3% of high school students

<https://mn.gov/deed/data/regional-lmi/>



Sherburne County Labor Information

Table 7. Employment Characteristics, 2021							
	Sherburne Co.			Minnesota		Labor Force by Gender	
	In Labor Force (available workers)	Labor Force Partic. Rate	Unemp. Rate	Labor Force Partic. Rate	Unemp. Rate	Male	Female
Total Labor Force	54,210	73.2%	2.7%	69.2%	4.0%	29,160	25,050
16 to 19 years	3,326	61.5%	7.3%	52.3%	10.7%	1,711	1,616
20 to 24 years	4,673	86.3%	6.7%	83.3%	6.7%	2,797	1,875
25 to 44 years	23,097	86.9%	2.0%	88.8%	3.6%	12,023	11,066
45 to 54 years	12,235	89.3%	1.5%	87.6%	3.0%	6,481	5,751
55 to 64 years	9,126	76.0%	2.6%	73.1%	3.2%	5,037	4,089
65 to 74 years	1,690	24.1%	1.9%	28.0%	3.2%	1,098	592
75 years & over	75	1.9%	0.0%	6.6%	2.9%	13	61

Population of 100,824

13.9% population increase since 2010

- 2.9% Unemployment (2.7% state)

COL average in MN

\$21.19/hour (2 adults, 1child) (\$19.46/state)

\$18.38/hour (single) (\$16.82/state)

<https://mn.gov/deed/data/regional-lmi/>

- Education:

- 93.5% High school diploma (93% state)
- 38.2% College Educated (68.5% state)

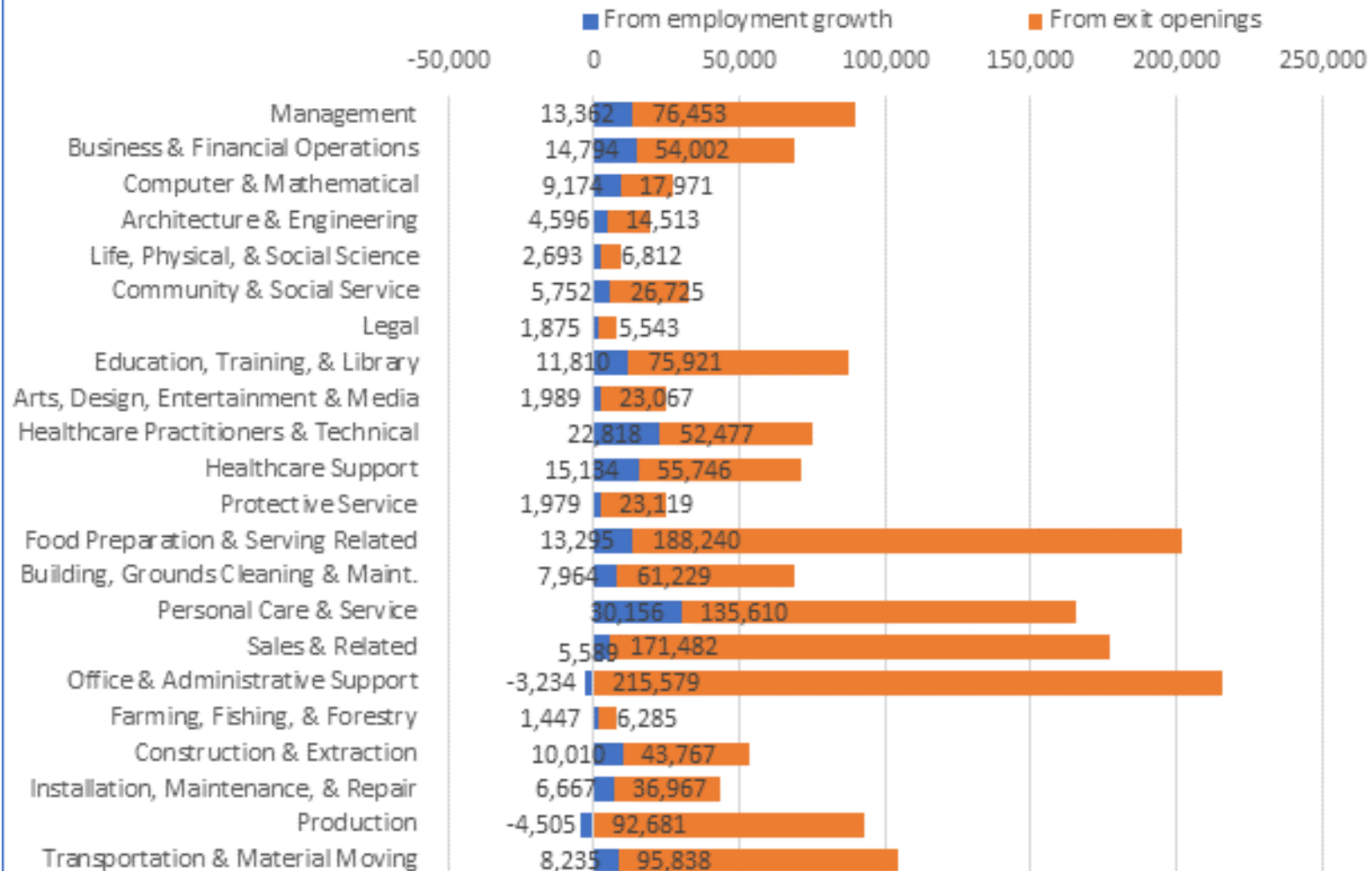
- 2021 Labor Force Information:

- \$92,374 Median Household Income
- 80.7% Labor Force is White
- 88% Have their own transportation
- 35.6% Work In County of residence
- 68.8% Travel 20 minutes or more to work



Employment Growth vs Exit Openings

Figure 17. Minnesota Statewide Employment Projections, 2016-2026



Source: DEED 2016-2026 Employment Outlook



Five Workforce Strategies



Recommendations

I: Recruiting/Brand Awareness

- Develop Strong Relationship with Community Partners
 - CareerForce in St Cloud
 - Veteran Services
 - Mark Mann, Local Veterans' Employment Rep (LVER): mark.mann@state.mn.us
 - Vocational Rehabilitation Services
 - Marci Jasper, Business Consultant: marci.jasper@state.mn.us
 - Central Minnesota Jobs and Training Services (CMJTS) in Monticello
 - Rebecca Perrotti, Business Service Coordinator: rperrotti@cmjts.org
 - Career Solutions in St Cloud
 - Angie Dahle, Business Services Manager: Angie.Dahle@CSJobs.org
 - Central Minnesota Manufacturers Association (CMMA)
 - Tour of Manufacturing
 - K12 Navigator: <https://k12navigator.org/>
 - High Schools, Technical Education, Youth Skills Training, and Adult Basic Education (ABE) Programs
 - Local technical, community and state colleges
- Tell Your Story
 - Social media
 - Minnesotaworks.net and Careerforcemn.com



Recommendations

II: Employee Retention & Career Opportunities

- Review employee turnover rates and exit interview surveys
- Decrease pre-employment screening timeline, so employees can start within a week of applying
- Compensate supervisors who have little/small turnover on their teams
- Offer annual employee surveys, communicate results and set goals for organization based on feedback
- Develop outside the box ideas to create strong workforce
- Strengthen employee culture, especially with new hires to reduce turnover



Recommendations

III: Onboarding, Training, and Upskilling

- Check-in daily with new hires their first 10-30 days
 - Hire in groups
 - Designate a “work buddy” so they have someone to ask their questions to
- Select trainers with a positive and organization-friendly attitude
 - Compensate the trainer
- Upskill your workforce
 - DEED Training Grants
 - DLI Apprenticeships



**** NOTE:** Contact DEED's [Business Development Team](#) any time your business is growing, expanding, building, moving, foreign trade, etc. to find out about any type of grants/loans available to you.

Minnesota Job Skills Partnership Program



Automation Training Incentive Program (ATIP)

Up to \$35,000 to small businesses (under 150 employees) that are implementing new automation for training incumbent workers on the automation technology.



Job Training Incentive Program (JTIP)

Up to \$200,000 to new or expanding businesses in greater MN that are adding at least three new jobs.



MN Job Skills Partnership (MJSP) Partnership Program

Up to \$400,000 to educational institutions that partner with businesses to develop new-job training or retraining for existing employees.



Pathways Program

Up to \$400,000 to educational institutions or nonprofit organizations that partner with businesses to provide training, new jobs and career paths for low-income people



Low Income Worker Training Program

Up to \$200,000 to public, private, or nonprofit entities to help low-income people gain new skills necessary move up the career ladder to higher paying jobs and greater economic self-sufficiency



<https://mn.gov/deed/business/financing-business/training-grant/>

Resource: Department of Labor and Industry (DLI)



Dual Pipeline Training Program

- [Dual Pipeline Training Program](#)
- Dan Solomon, Manager: dan.solomon@state.mn.us

Registered Apprenticeship Program

- [Registered Apprenticeship Program](#)
- LaRohn Latimer, Senior Field Representative: larohn.latimer@state.mn.us

Youth Skills Training Program

- [Youth Skills Training \(YST\)](#)
- Rich Wessels, Program Manager: rich.wessels@state.mn.us

Recommendations

IV: Diversity, Equity, and Inclusion

- Develop an Employer [DEI Guide](#)
- Have an Employer DEI [Action Guide](#)
- Be Involved in DEI Initiatives:
 - Diversity in Manufacturing Initiative (DiMi)
 - Minnesota Indigenous Workforce Initiative (MIWI)
 - Inclusive Workforce Employer (I-WE)
 - Partners for Reentry Opportunities in Workforce Development (PROWD)
 - Governor's Workforce Development Board (GWDB) Drive for 5
 - Pathways Program



Diversity, Equity & Inclusion

- Talent Pipelines:
 - Non-Traditional (Women in Trades, Seniors, Single Parents, Caretakers)
 - Black, Indigenous, and People of Color (BIPOC)
 - Justice Involved (Former Offenders)
 - New Americans
 - Disabled Workers Youth/Young Adult
 - Career Transitioners (esp. later in life)



Recommendations

V: Engaging Community Partners and Stakeholders

- Princeton Chamber of Commerce
- Sherburne County
- Greater St Cloud Community Development (GSDC)
- Enterprise Minnesota
- Small Business Development Center
- Initiative Foundation
- Anderson Center
- North Star Society for Human Resource Management (SHRM)
- Central MN Society for Human Resource Management (CMSHRM)
- Minnesota Society for Human Resource Management (MNSHRM)



Engaging Community Partners and Stakeholders

Educators and Trainers:

- School Districts and Education Partners
 - K-12 Leaders, Counselors and Educators
 - Perkins Consortium Partners
- Technical Education and Colleges
 - Certifications/Credentials
 - 2-year and 4-year degree Committees/Boards
- Adult Basic Education (ABE)
- Workforce Partners
 - On the Job Training (OJT), Incumbent Worker Training, Apprenticeships
- Economic Development Partners
 - City and County



Other Employer Programs

- **Work Opportunity Tax Credit (WOTC)** – Federal tax credit available to all businesses as an incentive to hire workers in certain groups.
- **Federal Bonding Program** – Fidelity Bonding is a no-cost employee dishonesty insurance that protects employers against employee theft of money or property.
- **Internship Programs** – Targeted tax credits and incentives for high-tech firms statewide and other companies in Greater Minnesota
- **Employer Reasonable Accommodation Fund** – Small to mid-sized employers can request reimbursement for expenses related to providing reasonable accommodations for job applicants and employees with disabilities

2024 Workforce Wednesday

2024 Workforce Wednesday Schedule

- **January 3:** Demographics are Destiny: Utilizing Labor Market Data as a Business Strategy
- **February 7:** DEIAB: More Than Just an Acronym
- **March 6:** Supporting the New American Workforce
- **April 3:** Top 5 employee benefits to offer experienced job seekers and your best employees
- **May 1:** Improved Employee Engagement through Authentic Leadership
- **June 5:** Fair Chance 101: How to Recruit & Retain a Justice-Involved Workforce
- **August 7:** Navigating the Workforce System - An Employer's Guide
- **September 4:** What's Does Your Strategy Say About You: Engaging, Attracting, & Retaining Your Workforce
- **October 2:** Build Your Own Future Workforce- Training & Upskilling Your Workforce for Tomorrow's Needs
- **November 6:** The Evolving Native American Workforce and Indigenous Economy
- **December 4:** 2024 In Review: Regional Employer Best Practices



Register at: <https://www.careerforcemn.com/WorkforceWednesday>

Next Steps

Review Business Resources on JoinUsMN.com

Sign up for [GovDelivery](#)

Connect with your Regional [Workforce Strategy Consultant](#)

Register for [Workforce Wednesday](#)



Workforce Strategy Resources & Assistance

DEED's Regional Teams: <https://www.careerforcemn.com/meet-your-regional-team>

Workforce Wednesday: <https://www.careerforcemn.com/WorkforceWednesday>

Join Us MN: <https://joinusmn.com/doing-business-here/index.jsp>

GovDelivery: <https://public.govdelivery.com/accounts/MNDEED/subscriber/new>

CareerForce: <https://www.careerforcemn.com/>

State of Minnesota Job Bank: [MinnesotaWorks.net](https://www.minnesotaworks.net)

DEED Information: [DEED](#)

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<https://www.careerforcemn.com/workforce-strategy-consultants>

JoinUsMN.com