



***MINNESOTA ASSOCIATION
OF WORKFORCE BOARDS***

2024 Promising Practice Award Winner

Equity in the Built Environment



Program Overview

The Built Environment includes many industries that engage in the pre-development, development/construction, and post development stages of building within a community.

EBE is centered on the needs of women and grounded in co-design methodology.

K-12 career exploration

Training and wrap around services for BIPOC women

DEIB training for industry partners

Entrepreneurship

Workforce
DEVELOPMENT, INC.
*The Workforce Development Board
of Southeast Minnesota*



EQUITY IN THE BUILT ENVIRONMENT

- Overview

- Equity in the Built Environment (EBE) supports women of color in their Built Environment Career journeys.
- Part of the Bridges to Built Environment program, EBE aims to:
 - Increase the number of Inclusive Workplace Employer (I-WE) designated employers
 - Increase the number of women entering build environment industries
 - Increase the number of mentors in built environment industries

- Key Features

- Centers on the needs of women of color as defined by women of color
- Supports the systems change necessary for industry partners to be welcoming and safe environments for women of color
- Has a K-12 career exploration co-designed program
- Has an entrepreneur workstream to support women who want to open their own companies



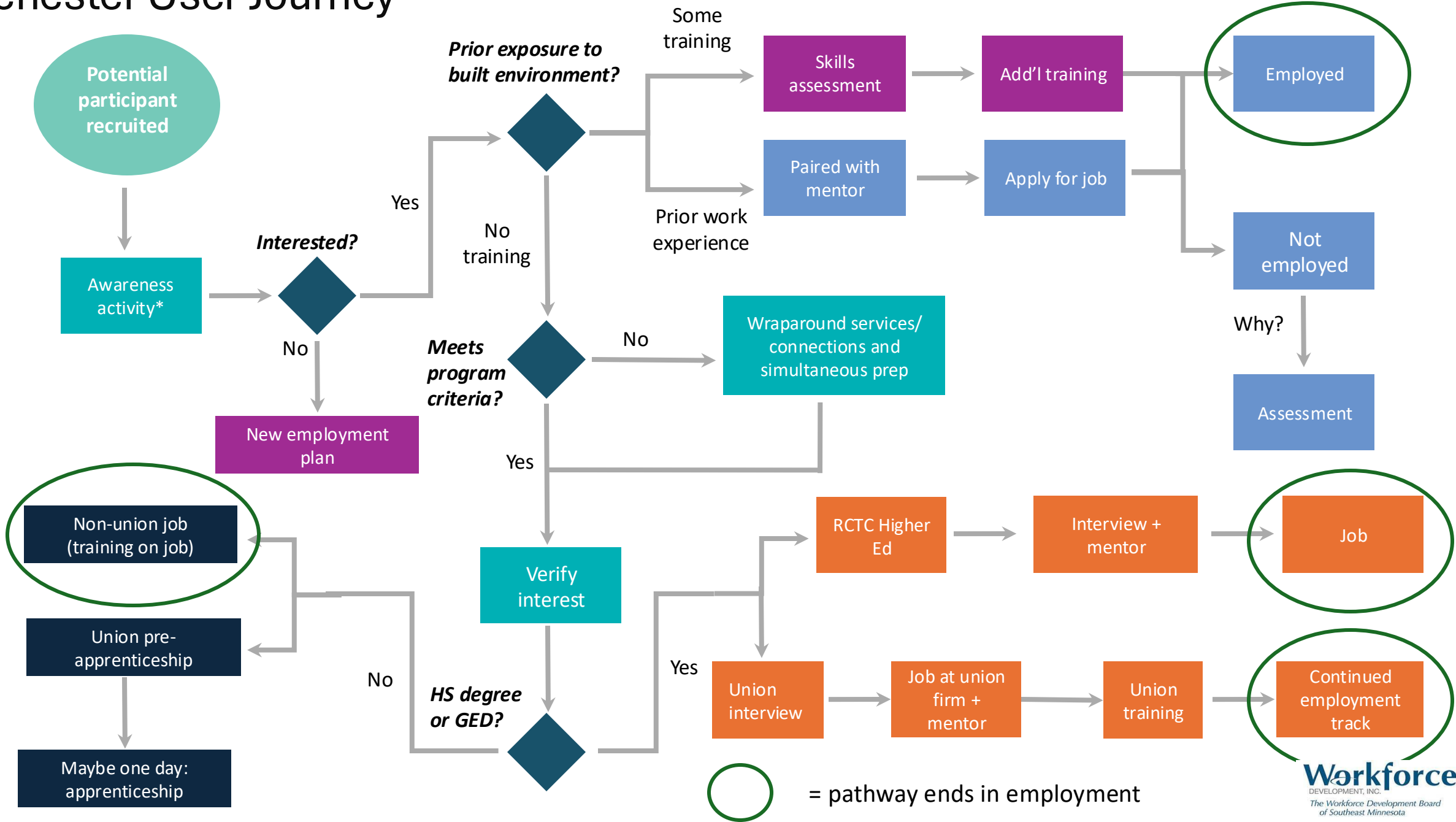
Impact, Results, & Replication

- 12 women are employed or business owners in Built Environment Industries
- 27 women are enrolled in EBE
- 18 women are currently in Trades Readiness training
- 1 Built Environment employer is I-WE designated
- 3 Built Environment companies are in progress of the I-WE designation
- 59 BIPOC 11th grade girls participated in the 11th grade “The Pitch!” event

“If you don't see yourself represented (in an industry), why should you try if no one that looks like me is present?” – Student participant



Rochester User Journey



What is unique about this program is the partnership aspect between Employer and trainee.

We invite companies who are interested in hiring and retaining program participants to meet and connect prior to completion of training.

Because we house the I/WE designation and the Best Places to Work assessment, we are able to facilitate strong connections.

I-WE DESIGNATION PROCESS

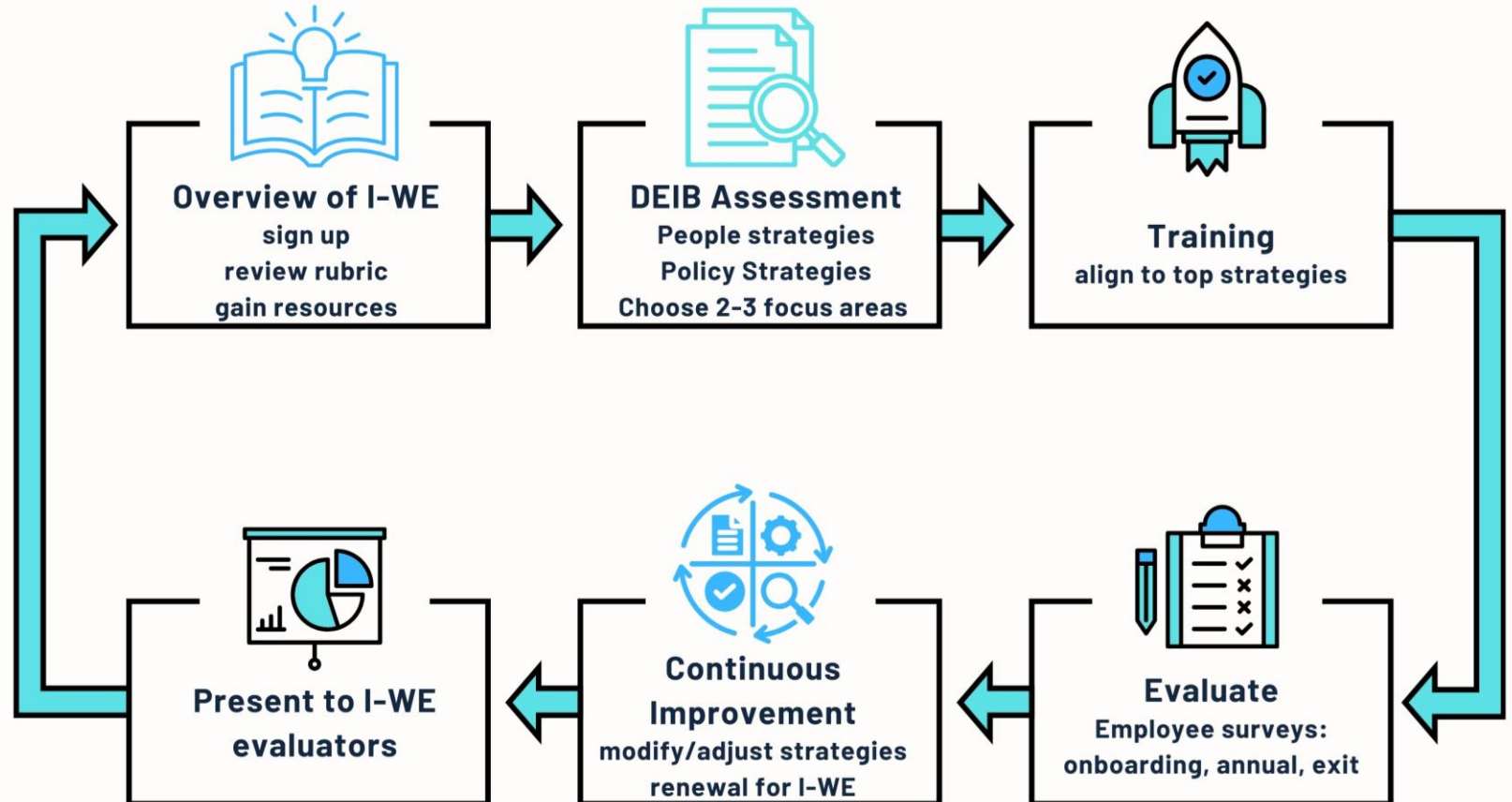
The Inclusive Workforce Employer designation is hosted through Workforce Development Incorporated. The designation asks organizations to:

Learn: in a cohort model attend quarterly trainings to bring back to your organizations

Assess: have a Diversity, Equity, Inclusion, and Belonging (DEIB) assessment completed for your organization

Professional Development/Training: based on the needs of your assessment

Evaluate: How will you know you are meeting your DEIB goals?



Marketing

We will use the I/WE designation to influence ...

Objective

We are seeking I/WE designation to ...

Audience

We are seeking designation for ...

Strategy

We will measure success through...

I/WE

DESIGNATION

MIND MAP

Lead Players

Lead designation contacts: Name and email

Financial Investment

Our financial investment will come from these accounts.

- grants
- initiatives

Timeline

- (3 months)
 - Already working with a consultant
- (6 months)
 - Documents collected
- (9 months)
 - In need of full assistance

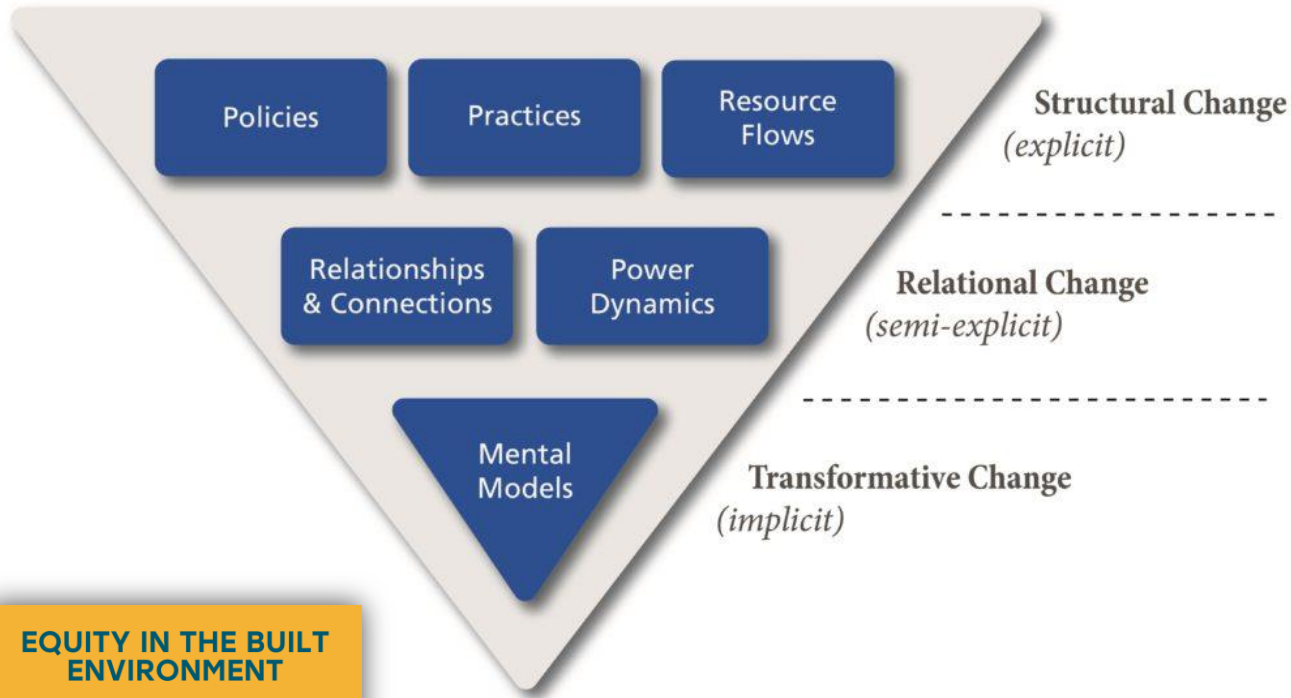


Sustainability

- City of Rochester secured the initial funding and partnered intentionally with WDI because we are the regional experts in workforce development.
 - They will continue investing in our programming past the grant cycle with:
 - Local sales tax option
 - Housing internships for program participants
- Intentional partnership with Builders association
- Regional approach – hub and spoke model

• Key learnings

Six Conditions of Systems Change



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Co-design is key

- Program is centered on the needs of women of color

Industry partnership is vital

- DEIB best practice, intentional onboarding, and mentorship are systemic changes industry partners are making

Systems change takes time

- Excited to see how much change we already have made