



MAWB Operations Committee

February 20th, 2025

The Chair convened the meeting at 9:00 AM.

Approval of the minutes & agenda, moved by Nicole Swanson, seconded by Jinny Rietmann, 12 Ayes, 0 Nays.

Priorities

- Legislative updates, questions for discussion, and next steps (Cate)
 - Cate, Elena, and Rosemary (City of Minneapolis Board) gave a presentation on the Senate Jobs Committee yesterday.
 - Both bills (WDF & MYP priorities) are in the revisor's office for jacketing.
 - Meetings for authorship & co-authorship continue and are going well.
 - Working on securing a chief author on the house side for the WDF & MYP bills.
 - Senate authors have been secured for the WDF & MYP bills.
 - Idea proposed of sending a letter introducing their board, who they represent, and create more awareness of the system. Cate will draft a template letter.
 - Please reach out to Cate with testifier ideas and food testifiers.
- Marketing updates, questions for discussion, and next steps (Cate and Committee Members)
 - The committee met earlier this month and discussed what external resources may be needed to accomplish our goals as well as internal capacity to work on goals.
 - Staff reached out to vendors for proposals.
 - Staff reviewed proposals with the committee.
 - The committee discussed the process of moving forward.
 - Deb Bahr-Helgen did not contribute to the conversation & did not vote on this item given a conflict of interest.
 - The chair entertained a motion initiating a contract with Amplify DMC. The motion was made by Nicole Swanson, seconded by Dina Wuornos. 15 ayes, 0 nays.
 - The Marketing Committee will be overseeing the work of the contractor.
 - The 2025 Editorial Calendar will be shared with the committee from Rita.
- Leadership development/technical assistance updates, questions for discussion, and next steps (Elena/Catrice & Mark)
 - Mark and Catrice have a meeting in mid-March to start work on this.
 - GCDF Series being offered again next school year? Follow up with Carrie.

Governor's Workforce Development Board Retreat Update & Executive Director Report

- Cate provided an update on the GWDB Retreat
 - Goal was to revisit the mission & vision and establish goals to align with that. Also looked at committee structure.
 - Facilitator got a lot of data to put together a proposal that will be work through the Executive Committee and the full membership.
 - Cate is a member of the Executive Committee and will keep the committee updated.
 - MAWB was mentioned as a strong partner and a desire to strengthen partnership.

- Committee structure proposal that would include 3 core committees: innovation, talent pipelines, and industry partnerships with various subcommittees. Cate will share this info out for feedback for ways that we can build feedback loops with their structure.
- Cate provided an Executive Director update
 - Regional Planning Grant continuing to move forward. More updates to come soon.

CareerForce MN Update – Jeanna Fortney

- [Updates](#)
 - EES Team
 - Marla Beaty, Rapid Response Team, will be covering northeast Minnesota's employer engagement work
 - Team has connected with Drive for 5 grantees and LWDAs
 - CareerForce Corner Marketing Campaign
 - Opportunity to promote CareerForce programs and Services
 - Plan to hold regional events with your input
 - Coordinate with Lena Balk—see details emailed yesterday
 - Service Delivery Working Group
 - ETP, MAWB, and CareerForce met to discuss serving the universal customer
 - Models vary by local area using Title 1 and Title 3 staff
 - Additional questions sent are being reviewed by DEED leadership
 - Solicited input on the DEED Comprehensive Center Policy
 - The requirements from WIOA are in [this CFR](#). DEED's [Certification Standards Policy](#) and the [One-Stop System Requirements Policy](#) both address the comprehensive center.
 - [CareerForce Customer Code of Conduct](#) was discussed.
 - <https://www.careerforcemn.com/employer-engagement>
- Members to consult with staff on 4-hour time limit with their staff to discuss at next month's meeting.
- Jeremiah Carter to present a brief presentation on legal kiosks at next month's meeting.
- Further conversations about [Federal Layoffs](#) impacting Minnesotans and how to connect folks to the system

MinnesotaWorks URL Changes – Ryan Wold

- Ryan provided an update on the CareerForce MN URL change.
 - The new URL will be CareerForce.MN.gov
 - If you have a link to CareerForceMN.com main page on your site it will redirect to CareerForce.MN.gov if people select that CareerForceMN.com link.
 - If you are linked to specific subpages within CareerForceMN.com those specific subpages may not re-direct so you'll want to be aware of that when this URL change happens
 - Rita, Lena, Liz, and others working on a plan for the transition including training.
 - The full update can be viewed [here](#).
- This topic needs to be followed up during next month's meeting on training & rollout.
- Updates can be viewed: [MinnesotaWorks.net Replacement / Minnesota Department of Employment and Economic Development](#)

Job Seeker Experience Survey Results – Rita Beatty

- **Survey Results Overview**
 - Rita Beatty provided an overview of the survey conducted from January 9 to February 7, with a total of 269 responses.
 - The survey results highlight job seekers requiring more time to find employment compared to last year, with 90% of respondents indicating this trend.
 - Data shows:
 - 25% of job seekers take 2 months longer.
 - 25% take 3 months longer.
 - 25% take 4 months longer.
 - A breakdown of responses by Local Workforce Development Areas (LWDA) will be available by the end of the month.
- **Employment Trends & Challenges**
 - White-collar job seekers face longer hiring times.
 - Lack of participation in training programs during unemployment.
 - Concerns about age discrimination impacting employment opportunities for individuals over 50-55.
 - Various barriers persist for job seekers requiring additional support.
 - IT, office support, and teaching positions take longer to fill.
 - Immediate hiring is seen in low-wage sectors such as food service, retail, and healthcare support.
 - Employers reportedly ghost applicants, with suspicions of job postings without actual hiring intentions.
- **Future Survey Plans & Coordination with Minneapolis Fed**
 - The next survey is scheduled for April.
 - The survey aims to provide anecdotal insights and opportunities for media engagement.
 - Emphasis on showcasing CareerForce staff and partners as job search experts in Minnesota.
 - The survey will maintain some consistent questions for trend analysis, with potential clarifications and additional questions.
 - Suggestions for improving survey response categorization (e.g., distinguishing local staff from partners).
- **Website Analytics & Engagement**
 - CareerForceMN.com saw a 76% increase in page views in January compared to the previous year.
 - The number of returning users has increased, indicating growing engagement.
 - February's numbers also show growth over the previous year.
 - The goal is to translate increased awareness into program enrollments and inquiries.
- **Discussion & Next Steps**
 - Request to share survey results with the Governor's Workforce Development Board regularly.
 - Suggestion to integrate survey insights into the LMI team's monthly/quarterly reports to provide employers with job seeker perspectives.
 - Acknowledgment of strong response rates due to extensive outreach efforts.

- Rita encouraged feedback on potential additional questions for the April survey.
 - A blog post summarizing the survey results will be published.
- The full update can be viewed [here](#).

Integrated English Literacy and Civics Education (IELCE) grant applications local board review - Julie Dincau

- Julie discussed the Integrated English Literacy & Civics Education Grant Applications. This will come to you on Monday, February 24th. A conflict-of-interest form for reviewers will need to be signed, the application will be reviewed with alignment with the local plan, and the review form is filled out.
 - [IELCE Reviewer COI Template](#)
 - [LWDB IELCE Review Form Template](#)

Committee Reports

- Jobseeker Services Committee:
 - Met yesterday.
 - Followed up with Amy Carlson on a Matrix of Co-Enrollments.
 - June 25th in-person networking meeting – 9am-2pm
- Business Services/Economic Development Committee:
 - Met last week.
 - Currently surveying members on frequency and goals. More information on that next month.
- Apprenticeship Working Group
 - Very well run by co-leaders.
 - More focused on implementation.
 - PowerPoint & recording will be shared out.
- Financial Working Group
 - Very well run by co-leaders.
 - Last two meetings have had great discussion & networking.
 - Group to create written questions to be submitted to DEED.

Successes/Challenges/Questions

- Seeking participants for a task force/ad-hoc committee to work on recommendations to revise DEED's one-stop requirements policy – Elena
 - Dina, Jinny, Rick, Erik. Update at next Operations Committee meeting.
- Service delivery conversation recap – Elena
 - Elena discussed takeaways and next steps for the Service Delivery Working Group.
 - Dina to join the group.
- Dislocated Worker working group – Deb
 - Cate to follow up on getting a MAWB representative on the group.
- Expansion of MYP Funds - Rick
 - Cate to follow up with Rick with details.
 - Could including of Human Tracking be added as an eligibility criterion.
- MAWB Summer Conference Planning Work Group - Bob
 - Elena, Jinny, Heather, Tina
- MAWB Nominating Committee - Cate/Bob
 - Moved to March with Bylaws changes discussions.

- NAWB Legislative Meetings & MN Meeting – Bob
 - Meetings are well underway in being scheduled. Working to find a meeting space for the Minnesota attendees to meet in advance of meetings.
- Minnesota State Question – Cate
 - Cate met with Shannon Bryant recently. Have an internal cohort at the system to create pathways within the system. Would MAWB have staff to support this (resume support, cover letter support, etc. training). This could loop in with training being discussed at the Service Delivery Working Group.
- SCSCEP and MOUs – Cate
 - The committee discussed SCSCEP providers in MOUs.

Lunch & Learn Presentation: Minneapolis Guaranteed Basic Income Pilot Results – Mark Brinda

- Mark Brinda shared results from the Minneapolis Guaranteed Basic Income. The full results can be viewed [here](#).

Vocational & Rehabilitation Services Work Changes - Dee Torgerson & Chris McVey

- VRS Budget Update
 - Significant budget adjustments due to rising costs, while federal/state funding remains flat (80% federal, 20% state).
 - Federal budget uncertainty may lead to cuts or a shutdown.
 - Spending controls in place, especially for case services and Pre-Employment Transition Services (Pre-ETS).
 - Internal capacity being leveraged to address provider waitlists.
- Service Category Closures
 - Categories 2-4 will close, with Category 1 under review. Implementation expected in March/April.
 - Coordination with the State Rehabilitation Council and federal regulators.
 - Chris McVey to provide details on waitlist management and the virtual intake unit.
- Workforce & Space Adjustments
 - Hiring freeze since September 2024; attrition managed by not refilling positions.
 - Discussions ongoing about retirement incentives and voluntary layoffs.
 - Office space reductions continue; lease agreements assessed based on need.
- Virtual Intake Model & CareerForce Presence
 - Concerns raised about maintaining a physical presence at CareerForce Centers.
 - Virtual intake does not replace in-person services; further clarification from Chris McVey.
- Service Model & School Presence
 - Hybrid service model (virtual, in-person, home visits) remains.
 - Strong school presence maintained, though some schools report reduced visibility.
 - Chris McVey to address internal controls affecting service availability.
- Virtual Intake Unit (VIU) Process
 - Clients complete an online interest form, then work with a VIU counselor for eligibility and intake.
 - After processing, individuals transition to local VRS teams for employment planning.
 - Full implementation still in development to ensure a smooth handoff.
- Local VRS Team Integration
 - VIU currently supports Mankato, North & South Minneapolis; Monticello joins in March.
 - Full rollout expected by May/June, with all 23 teams eventually included.

- Outreach & Communication
 - Interest form available 24/7; phone and in-person assistance also offered.
 - Workforce staff encouraged to guide applicants to the interest form.
 - Suggested creation of a 1-page infographic to aid staff communication.
- Workforce Development Board Involvement
 - Local VRS managers to engage with Workforce Development Boards and One-Stop Operators pre-rollout.
 - Presentations planned to ensure clarity on service changes.
- Service Capacity Concerns
 - Increased interest form submissions may strain capacity.
 - Even if categories close, individuals should still submit forms for waitlist placement.
 - VIU managing intake surge to maintain responsiveness.
- Mass Layoff & Disability Accommodations
 - Concern over Fulfillment Distribution Center layoffs and disability accommodations.
 - Need for clearer guidance on qualifying disabilities in employment.
 - Request for a designated VRS contact for disability-related inquiries.
- VRS Waitlist & Service Referrals
 - Question raised about referring waitlisted individuals to Title I and youth programs.
 - VRS working to manage the waitlist and provide updated local resources.
- Local Workforce Board Engagement & VRS Presence
 - Concerns over VRS staff absence from workforce board meetings.
 - Communication gaps identified regarding service availability and funding.
 - Chris McVey requested details on specific locations lacking VRS presence.
- Hiring Events & Public Communication
 - Need to streamline how VRS shares hiring event details with participants.
 - Placement coordinators, specialists, and RAMs responsible for dissemination.
- VRS Staff Presence at CareerForce Centers
 - No formal expectation for daily staff presence; deployment based on participant needs.
- Accessing the VRS Interest Form
 - Online: CareerForce website or mnworkforceone.com.
 - Phone: 651-259-7366 or 800-328-9095.
 - Visit the Minnesota Department of Employment and Economic Development (DEED) website.

The meeting concluded at 2:14 PM.

Next Meeting: Thursday, March 20th from 9:00 AM – 2:00 PM in-person & over zoom!