



The Chair convened the meeting at 9:01 AM.

Approval of the agenda & minutes, moved by Nicole Swanson, seconded by Mark Jacobs, 14 Ayes, 0 Nays.

DEED Updates – Mike Lang, Director of Workforce Strategies & Innovation

- TEGL 10-23 Change 2 remains to not be enforced, pending litigation. An update on this can be found [here](#).
- An updated Media Release Form has been made available for all programs in the workforce development division of DEED. The new form can be found [here](#).
 - This release form releases DEED (along with others) from liability and offers a way for success story subjects to provide consent to have their photo/story/name posted on DEED websites or shared in other ways.
- There is urgency around getting IFA & MOUs completed. Any issues with these, please contact DC Majors and Mike Lang.
- DEED continues to monitor the federal government shutdown.
 - DOL continues to have staff that are processing drawdowns. There may be delays but drawdowns continue.
 - DEED received notice from DOL that the second tranche is coming as of 10/10/2025.
 - Funds are available until further notice.
 - Mike will follow up with more details on impacts of staffing given the shutdown.
 - The committee will be submitting a request to submit to DEED leadership given staffing and funding needs.
- Regarding SNAP & Medicaid, work requirement discussions continue between DCYF, DHS, & DEED leadership.

CareerForce MN Update – Jeanna Fortney, Director of CareerForce MN & Laura Oliven, Senior Advisor

- Jeanna shared an update from CareerForceMN. The full update can be viewed [here](#).
- 2026 Statewide Editorial Calendar Monthly Themes
 - Draft discussed on our marketing and communications quarterly check in last week; final suggested edits due by EOD 10/31
 - A draft is posted in the meeting materials for today's meeting (sent via email & on the meeting calendar invite).
 - These are just high-level monthly themes to help all of our communications be more impactful
 - Not all the content on CareerForceMN channels or your channels will be within these themes on any given month
 - We've used this calendar statewide for the past year; before that DEED and metro communications staff used a similar calendar
- November What's New with CareerForce: AI Focus
 - AI as a tool in job search
 - Resume creation

- Interview prep
 - Employer research
 - AI as a tool in career exploration
 - Using AI to understand employment options and career exploration
 - AI impact on job projections
 - AI exposure in key industries/occupations
- Minnesota's Employment Situation: Insights without BLS Data
 - Job postings on the state labor exchange :
 - September 2025: 54,864*
 - September 2024: 67,375
 - September 2023: 77,099
 - September 2022: 119,317
 - Unemployment Insurance initial claims:
 - September 2025: 14,382
 - September 2024: 14,880
 - September 2023: 12,693
 - September 2022: 10,815
 - What CareerForce Staff and Partners are Saying:
 - [No easing up: employer services staff say hiring is still a challenge for Minnesota employers](#)
 - [Most Minnesota workforce development professionals surveyed say it is harder for job seekers to find employment compared to last year](#)
 - [Reach out to your regional Labor Market Analyst](#)
- CareerForce Updates
 - Staffing
 - LeRoy Kiecker is the Employer Engagement Supervisor
 - Liz Jennings is with the ETP Monitoring Team
 - Two TAA Staff moved to CareerForce
 - DEED Safety and Facilities Manager—Sergio Manancero
 - Reviewing safety procedures and providing guidance and assistance to local managers
 - Reviewing Customer Code of Conduct, such as including virtual service expectations, will work with MAWB on any updates

Laura Oliven also joined the committee to introduce herself and provided a brief overview of her work.

- Workforce System Innovation
- Minnesota Workforce System
 - Challenges in funding: Changes in federal and state funding, making the status quo unsustainable
 - Challenges in policy: Navigating uncertainty at the federal level around tariffs and programs
 - Changes in workforce needs: Generative AI and persistent sectoral shortages demand action
 - Changes in customer needs & expectations: Technology's impact on service design & delivery

- Vision for the future: Clarity around a collective vision from DEED and its partners
- Legislative attention: Our House and Senate committees are more engaged than ever
- Workforce System Innovation
 - Take a holistic look at the Minnesota workforce system infrastructure, with a focus on:
 - Financing strategies and forecast
 - Service delivery system; new technological opportunities
 - Performance metrics and outcomes
- Initial Ask
 - Request to partner with MAWB around vision, data collection, model development, finance projections and priorities
 - Proposal to create a sub-group to meet on a regular cadence to provide input and reaction to phased workstream deliverables
 - Potentially partner to conduct customer focus groups

GWDB Update Update – Katie McClelland, Director

- MAWB/GWDB Joint Meeting Updates
 - The GWDB will be voting on a number of items at this meeting.
 - The meeting location has been changed to the St. Paul Event Center.
 - The agenda for the meeting will include continued conversation about the future of the workforce system. These conversations will be focused around the 3 state plan goals.
- Workforce Development Taskforce
 - The taskforce meets next Wednesday, virtually. This will be a 2-hour meeting focused on the work of the taskforce.
 - The taskforce decided to increase the number of meetings to focus on this work. The group will meet December-February, take a break for legislative session and restart meeting June-August. The meetings remained focused on program scope, funding systems, and system evaluation. Recommendations will come by August but the co-chairs remain focused on easy fixes that can be addressed in the 2026 legislative session.
 - A stakeholder survey is also coming to help provide feedback into the questions the taskforce is also working on.

DEED Legislative Listening Session – DEED Government Relations Team

- The DEED Government Relations Team walked the committee through a listening session that provided input for the 2026 Legislative Session.

Priorities

- Legislative updates, questions for discussion, and next steps (Cate)
 - Cate provided an update on the MAWB legislative priorities and platform process. The platform will go to the MAWB/GWDB Joint Meeting for a membership vote. Cate will share the final version with directors.
 - Cate provided an update on federal legislative items given the government shutdown.
- Marketing updates, questions for discussion, and next steps (Cate)
 - The first meeting of the MAWB Marketing Community of Practice is Monday, November 3rd. Please be sure to attend and/or send someone from your area.
- Leadership development/technical assistance updates, questions for discussion, and next steps (Catrice & Mark)
 - This item was tabled until the next meeting.

Committee Reports

- Nicole & Carrie provided an overview of highlights from the Jobseeker Services Committee meeting. Please see meeting notes on the Jobseeker Services Committee website.

Rapid Response Overview & Update – Jason Wadell

- Jason Wadell provided an overview and update on the Rapid Response program.
- Jason addressed the questions that were submitted from the committee. The responses to these questions can be found [here](#). Jason also shared a resource on Layoff Aversion and Support which can be accessed [here](#).

Successes/Challenges/Questions

- Issue Tracker
 - Jinny will share around the issue tracker. Please review to make sure nothing was missed.
- WDF Reserves
 - Erik and Cate discussed the Workforce Development Fund reserves.
- VRS Reception/Career Lab Hourly Rate & Agreement Status
 - Elena discussed the VRS Reception/Career Lab Hourly Rate & Agreement Status.
- CWI SCSEP Status Update
 - The committee discussed the CWI SCSEP status.
- Priority of Service
 - This item was tabled for a future meeting.
- Federal Government Shutdown
 - The committee discussed federal government shutdown concerns.
- SNAP & MFIP Work Requirements
 - The committee discussed SNAP & MFIP work requirements.

The meeting concluded at 2:41PM.

Next Meeting: Thursday, January 22nd, 2026, at AMC & via Zoom