



The Chair convened the meeting at 9:02 AM.

Approval of the agenda, moved by Nicole Swanson, seconded by Mark Jacobs, 15 Ayes, 0 Nays.

Approval of the minutes, moved by Nicole Swanson, seconded by Mark Jacobs, 15 Ayes, 0 Nays.

DEED Updates – Deputy Commissioner Marc Majors

- Addressed the potential federal government shutdown, noting that while a continuing resolution (CR) appears most likely, the situation remains uncertain.
- Confirmed that all Notices of Award (NOAs) have now been received, including the final CSEP allocation, which secures program funding for the year.
- Emphasized that, despite federal budget uncertainty, local programs should feel reassured that current funding is in place.
- Noted that the agency is closely monitoring developments in Congress and will provide updates to ensure local areas can plan accordingly.
- Reiterated commitment to transparency and ongoing communication with workforce partners as the federal budget situation evolves.
- Raised awareness of the proposed “Make America Skilled Again” agenda, which includes ideas resembling block grants and possible reductions to ETA funding. He noted that this will be a continuing policy conversation.
- Reported insights from a recent NASWA meeting where national workforce lobbyists outlined federal priorities and likely negotiation timelines.
- Highlighted key federal administration priorities, including Workforce Pell Grants and the AI for Youth initiative, urging local areas to continue applying labor market information and existing youth program models when planning AI-related efforts.

CareerForce MN Update – Jeanna Fortney

- Please see Jeanna’s slides [here](#).
 - DEED CareerForce Division Staffing Changes
 - Employer Engagement Metro Area resignation - Robert Willis - job posting should be out this week
 - MSFW and FLC changes
 - Job Service Supervisor changes
 - Foreign Labor Certification Desk Review
 - MSFW Service In person Monitoring and Desk Review
 - Community and Veterans Job and Resource Fair today in Minneapolis
 - CareerForce Communication Updates
 - Employer Services Staff Survey reminder – encourage staff who work with employers to take it now link is in chat – it closes next Tuesday 9/30
 - The next Job Search Experience Survey – for staff who work with job seekers – goes live in January

- Do you have any staff who aren't receiving the weekly CareerForce GovDelivery email - sign up link is in the chat
 - Our next What's New with CareerForce monthly webinar is next Thursday, 10/2
 - Please share your success stories with Rita to share out on CareerForce channels
 - Next Workforce Development Marketing and Communications meeting is October 16 at 1 p.m.
 - If you have marketing and communications staff you believe should attend this meeting, please share their name and email address with rita.beatty@state.mn.us
- Jeanna suggested inviting new PM for Service Delivery Work at upcoming Ops meeting - Laura Oliven.

Customer Tracking Pilot Update – Jay Berger

- Please see Jay's slides [here](#) and the report [here](#).
- Presentation
 - Opened by noting this was a long-awaited presentation on the customer tracking pilot, developed in partnership with Annie and requested by the committee since 2022.
 - Explained that the project aimed to address inconsistent tracking of customers who are served but not captured in systems like Workforce One, MinnesotaWorks, or CareerForce.
 - Highlighted that many locations used informal methods (tick marks, tallies, ad hoc notes), leading to underreporting of staff effort and service delivery.
 - Stressed the importance of creating a system that credits staff for referrals and services provided while ensuring consistent statewide reporting.
 - Described the pilot design (July–December 2025) and the five prototypes tested: from collecting minimal data (just names) to more comprehensive service/referral details and reportable individual data.
 - Noted that Prototype 3 (services and referrals only, no personal identifiers) avoided the need for Tennyson warnings and was tested to determine if privacy concerns hindered data collection.
 - Shared that the Duluth CareerForce location served as a deeper case study site, offering valuable insights into practical implementation and lessons learned.
 - Emphasized the project's goals: make data-informed decisions, unify tracking practices across LWDAs, and improve reporting without interfering with service delivery.
 - Reported that recommendations were developed and approved based on the pilot findings, with next steps outlined for broader rollout and refinement.
 - Concluded by inviting questions and reinforcing the value of standardized tracking for demonstrating impact and securing resources.
- Discussion
 - Committee members thanked Jay and noted that the pilot results addressed long-standing questions from MAWB about consistent customer tracking.
 - Questions centered on how data from the pilot could be scaled statewide and what resources would be needed for implementation.
 - Members asked about privacy implications and whether the use of Tennyson warnings created barriers for customer participation.
 - Discussion highlighted the importance of recognizing staff workload in referrals and services that are not currently tracked in Workforce One or other systems.

- Local representatives, including Duluth CareerForce, shared that the case study provided useful insights into how different sites could adopt the model.
- There was general agreement that standardized tracking would improve data-informed decision-making and strengthen funding justification.

Executive Director Updates

- Cate provided an update on the MAWB 2025 Action Plan
 - Priorities going into 2025
 - Marketing and Messaging
 - Advocacy
 - Leadership development and technical assistance
 - Committee Results for the year were shared.
- Cate provided a legislative update include priorities development.
- Cate provided a marketing update including the rollout of new MAWB Marketing Toolkit.
- Cate provided an update on the GWDB Committees, their purpose, and deliverables.

Priorities

- Legislative updates, questions for discussion, and next steps (Cate)
 - Cate provided a legislative update during the Executive Director report.
- Marketing updates, questions for discussion, and next steps (Cate and Committee Members)
 - The committee proposes the use of Marketing Funds to offer to each board to use for marketing activities. The proposal is to use \$10,000 of funds to be distributed equally to areas as determined by MAWB staff. A motion was made by Nicole Swanson, seconded by Mark Jacobs. 15 Ayes, 0 Nays.
 - The committee proposes shifting the use of the MAWB Marketing Committee to become a community of practice. Tina Jaster will co-chair community of practice, the other co-chair will be elected at the first meeting. The community of practice will take place in October.
 - The committee proposes using Marketing Funds for updates to the MAWB website. MAWB staff will seek bids and oversee work. A motion was made by Nicole Swanson, seconded by Carrie Bendix. 15 Ayes, 0 Nays.
- Leadership development/technical assistance updates, questions for discussion, and next steps (Elena/Catrice & Mark)
 - The committee discussed this work including having a set person who could onboard/answer questions on the certain elements of the director role. This continues to remain a priority for the committee.

Committee Reports

- Jobseeker Services Committee
 - Nicole provided an overview of important updates from the Jobseeker Services Committee meeting on Wednesday. Please see updates from the committee [here](#).

Successes/Challenges/Questions

- MFIP Conversations and Alignment - Cate and Mark
 - The committee discussed the idea of having a DCYF representative at Operations Committee for updates on MFIP & SNAP.
- SLIG DW Meetings - Carrie, Nicole, Deb, Erik
 - Members noted separate State DW SLIG meetings. Committee members agreed that it would be beneficial DW managers to be included in SLIG meetings to strengthen information flow and ensure consistent understanding of program operations.
 - General consensus was that stronger participation in these meetings would improve coordination and reduce gaps in communication on DW policies and practices.
- Summer Conference Feedback – Bob
 - Bob walked the committee through the feedback results from the 2025 MAWB Summer Conference.
- GWDB Committees Update - Cate and Jinny
 - This was covered in the Executive Director report.
- With the heavy emphasis on AI coming from the federal government, I'm curious if/how people are supporting AI training and what we can/should do to expand this support. And what questions we have for DEED about this. – Elena
 - Committee members noted that most AI-related programs on the ETPL (Eligible Training Provider List) are focused on advanced computer programming, which doesn't meet the current workforce need.
 - Members stressed the need for basic digital literacy skills training related to AI, such as how to use AI tools in the workplace, rather than solely preparing programmers.
 - Discussion highlighted examples from other states that are beginning to support more practical, accessible AI training options for jobseekers.
 - Members recommended holding a statewide conversation or roundtable to clarify what AI-related training WIOA funds can support and to align with expected requirements in upcoming state and local plans.
- Who is using WF1 Connect? For which program(s)? How is it working for you? - Elena
 - Workforce One Connect is an app, but adoption has been light even among pilot sites.
 - Some participants used it, but overall usage was limited, and staff reported it was not accessible for many customers without significant training support.
 - One local staff member conducted a deep dive on the app and concluded it was difficult for participants to navigate, raising concerns about practical usability.
 - Members acknowledged that the app is still supported and promoted by DEED/PCYF and continues to receive funding, but many staff and jobseekers are unaware of its features.
 - Suggestions were made to have the Marcia Hyam's group revisit the tool, possibly with a presentation from Pamela to provide a comprehensive overview.
- How are folks going about using WIOA to support AI training? And what requests for guidance from DEED we might have related to this TEG? - Elena
 - This was discussed during Marc's update.
- Issue Tracker -Jinny/Heather
 - Cate shared that she has maintained a database of topics needing follow-up, but it has not been systematically updated.
 - Heather agreed to take responsibility for updating and maintaining the tracker over the next several months, until her term as chair begins.

- The updated tracker will be sent out to members, with recognition that some topics may be missing and need to be added retroactively.
- Members were encouraged to submit items proactively, rather than waiting for the updated tracker, especially for conversations or commitments that have gone unresolved.
- The overall goal is to reduce the number of issues left unaddressed, ensuring the committee has a clear system of accountability and continuity between meetings.
- Regional Grant Monitoring Update - Cate/Bob
 - This was discussed during the Executive Director report.
- Wilder Research pro bono research work - Cate/Carrie/Jinny
 - Wilder Research is offering opportunities to take on pro bono projects, and suggested approaching them to support MAWB with ROI analysis.
 - Committee members agreed it was worth applying since the process was light-touch and could provide high-value research support at no cost.
 - Members acknowledged that if the application is not successful, MAWB could still consider funding ROI work internally, as there is a \$5,000 line item in the budget dedicated to this purpose.
- DW Update
 - Cate provided a DW Program update.
- Justice Involved Programming
 - A request was made for subject matter experts with experience in justice-involved programming to connect with staff and help inform upcoming redesign efforts.
 - The committee noted there are many different program models and approaches in this area.
 - Reference was made to a Community Partners Employment Services Networking meeting (organized by Joanne Brown), which brings together organizations focused on employment for justice-involved individuals. Participation in this group was encouraged, though scheduling sometimes overlaps with directors' meetings.
 - It was also noted that the Department of Corrections (DOC) recently presented at the Business Services/Economic Development Committee.

Vision for the Workforce System

- Cate provided an update on the committee's vision for the workforce system work.

The meeting concluded at 2:00 PM.

Next Meeting: Thursday, October 23, at AMC & via Zoom