



The Chair convened the meeting at 9:02 AM.

Approval of the agenda & minutes, moved by Deb Bahr-Helgen, seconded by Ryan Selock, 13 Ayes, 0 Nays.

Employment & Training Program Updates – Marc Majors & Mike Lang

- Shared insights from recent National Governors Association (NGA) and National Association of State Workforce Agencies (NASWA) meetings
 - Emphasized:
 - National collaboration across states
 - Sharing of workforce strategies and innovations
 - Ongoing uncertainty at the federal level
- WIOA Reauthorization
 - No significant progress expected in the near term
- Federal Budget
 - Timeline remains unclear
- Worker Opportunity Tax Credit (WOTC)
 - No immediate direct impact expected for local workforce areas
 - Minnesota performance highlights:
 - Significant reduction in application backlog
 - Minnesota compares favorably to other states
 - High national application volume (10,000–15,000/month)
- Workforce Pell Grant
 - Continued development of Workforce Pell implementation strategy
 - Active collaboration with Office of Higher Education & DEED partners (including Katie McClelland and Mike Lang)
- Office of New Americans – Recredentialing Career Pathways
 - Program is actively underway
 - 30+ participants enrolled in workforce training pathways
 - Ongoing support available for:
 - Enrollment challenges
 - Co-enrollment issues across programs
 - Sonji and team working with Adult, DW, and Career Pathways programs to:
 - Address eligibility barriers
 - Identify solutions
 - Local areas should reach out for support if experiencing challenges
- Medicaid / SNAP Work Requirements – Local Impact
 - Early signs of increased demand for services
 - Demand concentrated in basic career services (job search assistance, computer lab support)
 - Concern that increased demand is hitting least-funded service areas

- Request for ongoing conversation as impacts evolve across regions
- Emphasized importance of local documentation, including:
 - Types of services requested
 - Volume of customers
 - Time required to serve individuals
 - Customer expectations and experiences
- State is coordinating with partner agencies (e.g., DHS)
- Real-time local data is critical to inform policy discussions

GWDB Update – Katie McClelland, Director

- WIOA State Plan Update
 - Public comment period closed with minimal feedback (2 comments)
 - Primarily technical updates
 - Shared in track changes format for transparency
 - No major policy or strategic shifts
- Local & Regional Plan Guidance (Upcoming Cycle)
 - No expectation for major rewrites
 - Focus on:
 - Updating outdated information
 - Reflecting completed or changed activities
 - Proposed timeline:
 - Submission target: October 1
 - 90-day state review period (Oct–Dec)
 - Final approval by end of year
 - Local considerations:
 - Public comment requirements still apply
 - Board approvals and engagement processes may impact timelines
 - Local areas encouraged to:
 - Use updated LMI data in plan updates
- Waivers Discussion
 - The committee discussed potential waivers with Katie.

CareerForce Update – Jeanna Fortney, Division Director

- Branding & Marketing
 - Updated CareerForce Brand Guide released:
 - Developed with statewide input (DEED + local partners)
 - Includes co-branding guidance for local areas
 - Designed to be shorter and more user-friendly
 - Upcoming: CareerForce logo policy to be shared for local review/input
- Job Fair & Event Promotion
 - Reminder:
 - Submit job fairs and hiring events via required form
 - Website engagement:
 - ~20,000 page views / ~6,000 users (past month)
 - Upcoming improvement:

- Combined job fair + event calendar (single platform)
 - Support:
 - DEED staff available for posting edits and assistance
- Employer Services Staff Survey
 - 112 respondents across workforce and economic development
 - Key findings:
 - 36%: employers having a harder time hiring
 - 27%: easier
 - 37%: no change
 - Outputs:
 - Blog post (including AI trends)
 - Tableau dashboard with regional data breakdowns
 - Purpose:
 - Identify gaps between employer and job seeker experiences
 - Inform service delivery improvements
 - Survey will continue twice annually
- Program & Operations Updates
 - Rapid Response
 - Feedback received from local areas
 - Under review by DEED leadership
 - Potential next step: Targeted meeting with MAWB representatives to discuss improvements
 - Foreign Labor Certification & Seasonal Activity
 - Entering peak season
 - Increased activity expected:
 - Foreign labor certification
 - Migrant & seasonal farmworker outreach
 - Leadership update: Jason Waddell overseeing both programs
- Customer Tracking
 - Pilot currently delayed due to:
 - Prioritization of CareerForce website launch
 - Remains a priority:
 - Critical for understanding:
 - Foot traffic
 - Service demand
 - Staffing decisions
 - Continued discussion planned with MAWB/OKR subgroup
- Migrant & Seasonal Farm Worker (MSFW) Outreach
 - Required under Wagner-Peyser
 - Purpose:
 - Educate workers on rights and available services
 - Connect to workforce and WIOA programs
 - Updated Outreach Model
 - State divided into 4 geographic regions

- Outreach staff assigned statewide coverage (not tied to single offices)
- Continued approach:
 - Focus outreach in high-density MSFW areas
 - Ensure full statewide coverage, including lower-density regions
- Seasonal adjustments:
 - Outreach intensity varies based on agricultural activity

Technology & AI Brainstorming Session – Laura Oliven & Jocelyn Rousey

- Committee Members participated in a brainstorming session with Laura and Jocelyn related to technology & AI.

Priorities

- Legislative updates, questions for discussion, and next steps (Cate)
 - Legislative Update
 - State Dislocated Worker Funding
 - Continued engagement with House and Senate committee staff & DEED partners.
 - Cate shared other general legislative updates.
- Marketing updates, questions for discussion, and next steps (Cate)
 - Marketing Toolkit Funds
 - Reminder: Local areas should use allocated funds by end of June
 - Basecamp space to share examples of fund usage
 - Stevens Amendment Guidance
 - Need identified for: Clear guidance on required language for federally funded materials
 - Potential guest speaker to provide training
 - Website Update
 - MAWB website redesign underway (Amplify DMC)
 - Launch may occur sooner than initially anticipated
- Leadership development/technical assistance updates, questions for discussion, and next steps (Elena/Catrice & Mark)
 - Planning underway for:
 - New Director Orientation / Convening
 - Foundational knowledge
 - Q&A and peer learning
 - Addressing differences across:
 - County-based
 - Nonprofit
 - City-based structures

Committee Reports

- Highlights & Critical Updates
 - Jobseeker Services Committee
 - In-person meeting scheduled: **June 24 (9:30 AM – 3:00 PM)**
 - DEED staff roundtables

- AI-related discussions
 - Business Services/Economic Development Committee
 - Updates shared:
 - Job Training Incentive Program
 - Automation Training Incentive Program
 - Materials available online
 - Fiscal Community of Practice
 - Discussed invoicing issues and examples.
 - Apprenticeship Community of Practice
 - Ongoing discussions focus on strengthening partnerships with the Minnesota Department of Labor and Industry.
 - Many resources available online.
- Legislative Taskforce on Workforce System Updates
 - Recent meeting focus: Performance metrics and outcomes
 - System has strong data, but lacks clear, unified narrative
 - Next meeting: Not yet scheduled
- OKR Subgroup Updates
 - Ongoing data analysis led by DEED
 - MAWB subgroup providing feedback loop

Successes/Challenges/Questions

- Walk Through Waivers – Jinny
 - The committee reviewed potential waivers.
- MAWB Bylaws – Bob, Dina, Deb, Marie
 - Bob reviewed the proposed bylaw changes.
 - Deb made a motion to affirm the changes and send the proposed changes to the Board of Directors for review, Ryan Seconded the motion. 11 ayes, 0 nays.
- Negotiations Check-Ins – Dina/Jinny
 - The committee discussed negotiations.
- 3rd Party Investing – Dina/Jinny
 - The committee discussed 3rd party investment.
- Metro Region Economic & Workforce Development Summit – Lisa
 - Lisa shared takeaways from the Metro Region Economic & Workforce Development Summit.
- MAWB Spring Retreat – Jinny/Cate
 - April 23–24
 - More details are forthcoming

The meeting concluded at 2:00PM.

Next Meeting: Thursday, April 23rd, at AMC & via Zoom