



Duluth Workforce Development Board Meeting

Monday, November 19, 2018 ★ 3:00 – 4:30 p.m.

City Hall Room 303

Meeting Minutes

Present:

Tamara Arnott, Executive Director of Workforce Development, Lake Superior College
Andrea Chartier, Employer Relations and Career Services, College of St. Scholastica
Shayla Drake, HR/Payroll Coordinator, Aftenro
Mary Ferguson, Director of Recruitment & Staffing, Essentia Health
Patty Fleege, Adult Basic Education Manager, ISD 709 Adult Learning Center
Lindsey Growette Stingle, Human Resources Director, National Bank of Commerce
Eric Gulland, Business Agent, IUOE Local 49
Marla Halvorson, HR Director, St. Luke's Hospital
Betsy Harmon, Job/Business Service Manager, DEED
Monica Haynes, Director of Bureau of Business and Economic Research, University of Minnesota – Duluth
Brandon Hendrickson, Staff development Director, Residential Services Inc.
Lacie Jurek, Human Resource Generalist, Verso Corporation
Pam Kramer, Executive Director, Duluth LISC
Laura Krollman, Compensation & Benefits/Talent Acquisition, Allele Inc.
James Laumeyer, Owner/CEO, Laumeyer Human Resource Solutions
Stacy Oltmanns, Vice President of Convention Sales, Visit Duluth
Jay Ott, Training & Development Director, AdMax
Paul Pedersen, Director of Outreach, MAC-V
Matt Silverness, Director of Human Resources, Norwood Childrens Services
Brad Vieths, Career & Technical Education Director, ISD 709
Sonia Vinnes, Rehab Manager, DEED Vocational Rehab
Laura Weintraub, CEO, Aimclear
Amanda Yates, Financial Services Manager, St. Louis County
Elena Foshay, Director of Workforce Development, City of Duluth
Carol Turner, Operations Administrator, Duluth Workforce Development
Shawn Herhusky, Workforce Strategies Consultant, DEED

Excused:

Rachel Loeffler Kemp, Community Services Director, AFL-CIO/United Way
Emily Edison, Executive Director, SOAR Career Solutions
Joel Vena, District Manager, Kelly Services
Ian Vincent, Business Developer, APEX

Welcome & Introductions: Meeting was called to order at 3:09 by Mary Ferguson.

Approval of Minutes: The minutes from the October 15, 2018 meeting were approved by those in attendance.

Discussion Topics:

- Duluth Workforce Development is hiring a new staff member for our team. Elena will send out the job description.
- IDI Update
 - All participants were divided into three cohorts:
 - Cohort 1: Executive and Equity/Diversity committees from Duluth and NEMOJT Boards, management staff from all workforce centers
 - Complete IDI last week of November
 - First workshop December 11
 - Second workshop in February
 - Cohort 2: Remaining Duluth Board and staff
 - Complete IDI in January
 - First workshop in February
 - Second workshop in April
 - Cohort 3: Remaining NEMOJT Board and staff
 - Complete IDI in March
 - First workshop in April
 - Second workshop in June
- CareerForce Update
 - All Board members should be getting email communications about CareerForce – let Elena know if you are not
 - Careerforcemn.com will be launched the 29th; Once fully operational it will be a pretty cool website
 - Much more interactive, can build connections and sign up for event
 - Registration for workshops will be easier, will help people access services
 - Minnesota Works.net will still be the place to find job postings and apply for jobs, and to develop resumes
- Regional Healthcare Summit Report Back - Shawn Herhusky
 - Just over 30 attendees, including hospitals, clinics, group homes, and long term care facilities
 - Facilitated by National Rural Health Resource Center
 - Will share report with Board, including findings and next steps
 - Setting up a meeting about next steps and how to integrate workforce partners and engage in structuring solutions

Review of Dislocated Worker Program - Deb Holleman, Employment Technician, City of Duluth

- Eligibility
 - Laid off
 - Live in Duluth - folks who don't live within City limits go to AEOA or NEMOJT for services
 - Eligible for unemployment or have exhausted unemployment, can be long term unemployed (state dollars only)
- Recruit through:
 - Re-employment sessions - required by unemployment within first couple weeks of application
 - Employers anticipating layoffs
 - Word of mouth

- Lake Superior College
- Start with one-on-one meeting to assess needs and interests, academic skills if interested in education
 - Continue meeting monthly unless needing additional help
 - Plans are individualized, some need more help than others
 - Generally work with people for 2+ years - follow up for 1 year after obtaining employment
- New program - CLIMB - support starting or growing business while still receiving unemployment
- Can pay for training - up to 2 years at all levels of education
 - Must be supported by Labor Market Information saying skills are in demand
 - Encourage people to do something that they love
- Client profile
 - Majority female
 - Majority White
 - Majority age 40+
 - A lot already have some college or degree
 - Many earned high wages in last job, have to accept that they won't start with wages at same level
 - Health care and the trades are two common career goals
- Challenges
 - Workers over 50 years of age - Hard to find well paid, full time work - possible age discrimination?
 - During recession, people could receive unemployment for up to 2 years. Now, it's just 6 months - hard to complete a 2 year program
 - Training funds cover about \$2000 per semester - not full cost of tuition
 - Can still receive funds if they get a lower wage, part time job - if they get a 'replacement job' then they are no longer eligible (with some exceptions)
 - Right now, folks are coming out of a lot of different sectors
 - Harder to recruit people into program now - easier to quickly get re-employed
 - Younger people are now seeing this as their one opportunity to go back to school, so seeing more of that
- Performance
 - Exceeded goals for re-employment
 - Did not achieve credential goal
 - People can't financially handle completion of a 2 year degree - can't complete
 - Median earnings - didn't quite hit it this
- On-the-job Training Dollars
 - Can help pay a portion of wages for new hires being trained on the job
 - Can't start work until contract is signed
 - Underutilized - why? How can we convince employers to use it?
 - Hard to qualify - employer has to find someone they want to hire who is then eligible
 - Individuals bring information to interviews
 - Involves a lot of paperwork - not worth the work
 - Amount of subsidy isn't worth the work
 - Employers in production mode, don't want to pause for anything extra
 - Perception (not based in reality) that cost-benefit of extra work isn't worth it
 - Do clients really share the information to potential employers?
 - Conflicts with EEOC - employers have to select the best candidate, can't choose someone just because of subsidies available

- Employers fold in cost of training as cost of doing business - cost of training a new employee isn't the barrier to hiring
- How to sell to employers
 - Current marketing - individual outreach to employers, send brochures with clients
 - Workforce staff - make paperwork as easy as possible
 - Are applicants really the right people to sell this to employers?
 - Education to HR departments
 - More education for non-profits - might be more willing/interested in taking advantage
 - Focus on graduates of programs that are already connected to employers
- Follow ups:
 - Have a small committee of HR staff review the OJT process and look for opportunities for improvement, and new ways to market

Child Care Task Force - Shawn Herhusky

- History
 - In May 2018, St. Louis County HHS held a workshop to talk about child care challenges, licensing process - revealed a number of challenges
 - A number of other organizations (LISC, Northland Foundation, others) joined the group
 - Met again in October - planning a number of things:
 - Planning Super Saturday event in April for current and potential providers
 - Reconnecting with applicants in pending status for license
 - Surveys among Chambers of Commerce
 - Forum in Duluth as a follow-up to survey
- Wilder Research completed a study of the Economic Impacts of the Child Care Shortage in NE MN - released in July 2018
 - Lack of daycare is costing businesses money, and costing them access to talent
- What are ratios required by licensing for in-home or center? For infants and for toddlers
- Child care assistance exists, but income cutoff is too low and it doesn't pay enough
 - Rates that County pays haven't gone up in a while - have to increase in next legislative session or will face federal consequences
- Survey - will be finished in January and launched in Spring in partnership with Chambers of Commerce
 - Monica Haynes volunteered to help draft survey
 - Is survey of employers the right approach?
 - Employers will know if they are losing people because of child care, but won't be able to speak to potential new hires
 - Survey of child care providers might give more useful information
 - Survey of parents - working and not working
- Discussion:
 - Is child care something employers are thinking about?
 - Shayla shared an example of a potential new hire she has been talking to for a year that wants to work but can't because she can't find child care
 - There is no child care for people working odd shifts
 - Include a question about hours needed - early morning, later evening
 - Employers may answer survey questions, but then what
 - Don't have space or interest in taking on providing child care
 - Limitations in offering flexible schedules, particularly in regulated environments

- What can employers really do to help?
- Employers that do offer flexibility are then the ones who take on the burden of accommodating day care challenges - are they then at a disadvantage?
- Asset and income building group working in partnership with Zeitgeist did some neighborhood based research in the Central Hillside neighborhood - can get that data
- School age kids are also a challenge - need care after school
- Need a variety of solutions - weekend care, drop-in back-up care, early morning/late evening care
- What would Board want to see from survey?
 - Ideas for solutions
 - Learning what other companies are doing
 - Identify actionable things that the Board could advocate for

Committee Reports

- **Career Pathways Committee**
 - Full committee will move to quarterly meetings
 - Divided into construction and healthcare working groups that will meet more often to focus in on recruitment, retention, and pathways
 - Construction working group will focus on improving
 - Working groups will have leads, Emily and Brad will be liaisons with Board
 - Healthcare group - reaching out to employers, identifying additional career pathways (psych, social work)
- **Governance Committee**
 - Shifted to every other month meetings
 - In addition to compliance and attendance tracking, will be doing interviews with each committee chair to assess what's working/not working on committees, think about how to improve work of committees
- **Youth/Education**
 - Met in October - revised committee description, did some re-focusing
 - Looked at what makes sense for the committee to work on
 - Focusing on engagement with hospitality industry
 - Looking at other career pathways youth could engage with, and how programs
 - Looking for new committee name that is a bit catchers
- **Business & Community Engagement**
 - Focusing on CareerForce Rollout, and how to engage partners
 - New members!
- **Diversity & Inclusion**
 - Continuing to develop purpose statement and committee objectives

Meeting adjourned at 4:25pm

Next meeting is Monday, December 17 from 3:00-4:30pm in City Hall Room 303.