





## Workforce Development Board

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## Meeting Minutes

Monday, September 18, 2023

City Hall, 411 W. 1<sup>st</sup> St., Room 330, Duluth, MN 55802

### Present:

Maria Bellamy, Supervisor, Talent and Workforce Planning, Allele  
Corey Cusick, Community Services Director, United Way  
Kayla Dietzmann, Director of HR & Marketing, SCS Interiors  
Brian Durand, Project Executive, McGough  
Chiamaka Enemuoh, President, Lifestone Health Care  
Claire Farmer-Lies, Marketing & Communications Specialist, Residential Services Inc.  
Angie Frank, Manager, Duluth Adult Education  
Lindsey Growette Stingle, Human Resources Director, National Bank of Commerce  
Marla Halvorson, HR Director, St. Luke's  
Monica Haynes, Director, UMD Bureau of Business & Economic Research  
Shawn Herhusky, Workforce Development Manager, Essentia Health  
Duane Hill, District Engineer, Minnesota Department of Transportation  
Julie Johnson Atkinson, Vice President of Sales, Visit Duluth  
Linda Kingston, Vice President of Academic and Student Affairs, Lake Superior College  
Jennifer Oakes, DEED Job Service Site Supervisor, Duluth CareerForce  
Vance Okstad, Director of Outreach, Cirrus Aircraft  
Rick Revoir, Dean of Strategic Development, College of St. Scholastica  
Danette Seboe, Principal - Career and Tech Education & Career Readiness, ISD 709  
Scott Vezina, Director of Communications & Marketing, Goodwill (proxy)  
Sonia Vinnos, Rehab Manager, DEED Vocational Rehabilitation Services  
Amanda Yates, Assistant Director Economic Services and Supports, St. Louis County  
Shayla Drake, Workforce Strategy Consultant, DEED  
Elena Foshay, Director, Duluth Workforce Development  
Carol Turner, Operations Manager, Duluth Workforce Development

**Meeting called to order at 2:03 p.m. The Workforce Development Board successfully established a quorum.**

Welcome Danette Seboe from ISD709, Damian as proxy for Scott Vezina, Ali Bilden-Camps from Northforce, Naseem Farahid – social work intern with Duluth Workforce Development

**Public Comment:** None

**Action Items:**

- June 12, 2023 minutes approved by all members in attendance.
- Board Chair Change
  - Due to a job change, Ian Vincent will no longer serve on the board or as chair.
  - As a result, we need a new chair.
    - Claire Farmer-Lies is currently the vice chair and is happy to fulfill position of chair, however is open to letting someone else step in.
    - This is an important year for chair because this is a strategic plan update year, so we need leadership and participation on the Executive Committee.
  - Monica Haynes reached out to those who are eligible to run (must be a member representing the business community).
    - Several board members are interested.
    - The governance committee will appoint someone and an official election will occur in January.

#### **Update to bylaws:**

- Our bylaws did not specifically address the situation regarding the recent board chair vacancy, so the Governance Committee proposed a small change to the bylaws. It states that if a vacancy occurs during the course of a year, the Governance Committee shall have the authority to designate a member to temporarily fill the vacancy until an election occurs in January.
- The bylaws state that any changes to the bylaws have to be provided to the board two weeks ahead of a vote.
- An email vote will be sent out in a week. Then the Governance Committee will move ahead with designating a temporary chair until the next election in January 2024.
  - Note that all members approved the bylaws change through an email vote taking on September 18, 2023.

#### **Local/Regional plan update timeline:**

- It is time to update our Local Regional Strategic Plan. The last time it was updated was 2020.
- It is updated every four years.
- By August 2024, all plans have to be done, signed off by DEED and submitted to DOL.
- Timeline:
  - This week the Workforce Summit will be held with the Governor's workforce development board. They're going to be developing state priorities with representatives from all the areas in the state.
  - Sometime this month the Governor's workforce development board is going to issue guidance for us regarding questions we will be answering in the new plan. Key topics will include equity and job quality.
  - At our November 2023 board meeting we will review that guidance and talk about whether and how we want to do any kind of community or employer input on any key questions in the plan.
  - A lot of the plan is about compliance with federal regulations. The rest is about how we're going to do things in our local area.
  - Our January 2024 board meeting will be a planning and input meeting.
  - The state plan will be posted for 30-day public comment in January 2024. We usually submit comments.
  - Elena Foshay set a goal of March 1, 2024 to have a draft of the plan ready for our board to review.
  - We also have a goal to have our draft finalized for 30-day public comment on the City of Duluth website by March 15, 2024. The public comment period ends April 15, 2024. At that time we will do one last rounds of edits.

- An approval of the plan to submit to DEED needs to be done by April 22, 2024. It will be an email approval as we do not have a board meeting that month.
- Our due date is May 6, 2024.
- DEED then reads it and comes back to us with any edits they want us to make. Then we can re-approve as a board if needed.
- The entire process will be done by August 2, 2024.
- One thing we may want to include is how services are delivered at the physical workforce center.
- Engagement is up to what the board wants it to be, within the time frame allotted.
- Elena Foshay would like to create a public facing version of the plan after the plan is written.
- When we receive the guidance from DEED, Elena Foshay will highlight the parts where board members' input is the most consequential.

### **Updates & Announcements:**

- Youth member recruitment update
  - A youth seat has been created for youth between the ages of 16-24 and has been advertised.
  - We have had three applicants so far and the deadline is this Friday.
  - We are hoping to have the new youth board member by the November 2023 meeting.
- Intro to Human Services credential
  - We are working with Fond du Lac Tribal and Community College to create a new Intro to Human Services credential that is in response to local human service organizations, like CHUM, that are really struggling with staffing at the entry level.
  - Fond du Lac Tribal and Community College has a two-year human services degree program. They took one class from that program, added some more components and are hoping to be able to offer an almost semester-long training class that would earn credit. It could be applied to the two-year degree that would transfer really well to a 4-year social work bachelor's degree.
  - We are waiting to hear if the P2P grant will fund it.
  - There is a lot of interest from employers.
- Library project update and community feedback summary
  - The cost to renovate is the same as building new.
  - Over 700 responses to online survey
    - Over 64% of people who responded didn't know what CareerForce does.
    - Barriers to visiting CareerForce included parking and that folks do not know what we offer.
    - Direct quotes from community members were shared.
    - What stage of the project are we at?
      - Pre-application for state bonding funds has been submitted that would support half the project cost.
      - If that comes through, the City would apply for the other half from federal pandemic recovery funds received by the state that can support community centers, libraries, etc. The Duluth Library Foundation would also launch a capital campaign. We have been pre-approved for congressional earmark funding for two or three million dollars through the offices of Senators Klobuchar and Smith. Some city general fund dollars that go towards the current library would also be used, as well as workforce development

contribution in the form of what we are currently paying for rent to lease the building CareerForce is housed in.

- There are approximately 20,000 visitors to the downtown library each year and CareerForce has 3,000-5,000 visitors. Being at the library would increase the amount of exposure we have to the community.
  - Best case scenario, construction would start late 2024 and end in 2027.
  - The library would lease temporary space during construction and the cost has been worked into the budget.
  - The current lease for CareerForce is through 2025.
- Age friendly workplace survey
    - A presentation was held at the last Board meeting by UMD faculty.
    - A survey is expected to come out before the next board meeting.
    - The survey will be available for HR or upper management regarding the employment and support of older workers.
    - There will also be a survey for employees. Answers will be compared to HR or upper management responses.
    - If you complete the survey, you will get a response with your organization's information and the benchmark results.
    - The data will be used internally for research purposes and potentially to get additional grant funding to cover education campaigns on improving practices.
  - Upcoming equity-focused events
    - Tomorrow there is a workshop led by the Association for Talent Development on inclusive workplaces as a driver of retention. Elena Foshay is presenting, along with members of the Equity Committee.
    - On October 4, 2023, Northspan is hosting a day-long equity summit in Virginia, MN. Jonathan Thunder is the keynote speaker.
    - On October 12, 2023 the Duluth Chamber of Commerce is hosting a panel on inclusive recruitment and retention.
    - The Workforce Solutions series kicks off the first of four sessions on October 17, 2023 at Clyde Iron. Topics include state of the workforce, retention, attraction, and what it means to be a welcoming work place.
  - Support for Clothes that Work
    - Clothes that Work is a Damiano Center program. It is a free retail store, specifically for those looking for work or needing clothing for a job.
    - They are struggling to keep the program going. Does the board have any ideas on how to help?
    - Their costs are staff, utilities for space, and purchasing new items like shoes or size specific items.
      - Funding comes from their general fund. Demand for food support and other services are very high and prioritized.
      - They have a partnership to get clothes from Maurices, but no employer sponsors.
      - Have they reached out to colleges or alumni groups who have done similar programs for their students?
      - The program is in danger of reducing services or closing.
  - Overview of ISD 709 Career Technical Education programs-Danette Seboe
    - Current programs are located at:

- Construction program at East High School
    - Auto at Denfeld High School
    - Greenhouse and Forest at East High School
  - Goals for next couple years:
    - Grow programs, start where there is a need
    - Establish better community partnerships
    - Develop and start a work-based learning program
    - Promote and re-package how we promote and advertise tech ed
  - Flyer--What is offered in Duluth Public Schools
  - Advisory Boards--Work closely with industry partners to advise.
  - Work with colleges--Get high school students ready to move into college programs.
  - All high school programs must have a student organization that provides an opportunity for leadership and competition.
  - Areas of focus are on highest demand careers.
  - Areas of growth they're hoping to grow include programs for first responders, aeronautics, computer science, and hospitality.
  - Programs have a wait list. There is a lot of opportunity for growth.
  - One of the biggest challenges is getting licensed CTE teachers.
  - District is careful to ensure equity between Denfeld and East student access to programs.
  - Students can earn CNA credential through healthcare class.
  - Both East and Denfeld have career centers.
  - To get involved, reach out to Danette Seboe.
- The Equity Lens:
    - Equity Committee 2024 Work Plan
      - 2020-2023 State Plan Goals:
        - Reduce educational, skills training and employment disparities based on race, disability, gender or disconnected youth.
        - Build employer-led industry sector partnerships that expand the talent pipeline to be inclusive of race, disability, gender, and age to meet industry demands for a skilled workforce.
      - Job Quality Principles
      - How is your committee integrating equity and job quality principles?

**Meeting adjourned at 3:46 p.m.**

**Next meeting is Monday, November 13, 2023, 2:00-4:00 p.m., Main Library Green Room, 520 W. Superior St., Duluth, MN**