

Duluth Workforce Development Board Meeting

Monday, September 17, 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
Emily Edison, Executive Director, SOAR Career Solutions
Patty Fleege, Adult Basic Education Manager, ISD 709 Adult Learning Center
Lindsey Growette Stingle, Human Resources Director, National Bank of Commerce
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 LIS
Laura Krollman, Compensation & Benefits/Talent Acquisition, Allete Inc.
James Laumeyer, Owner/CEO, Laumeyer Human Resource Solutions
Rachel Loeffler Kemp, Community Services Director, AFL-CIO/United Way
Stacy Oltmanns, Vice President of Convention Sales, Visit Duluth
Jay Ott, Training & Development Director, AdMax
Brad Vieths, Career & Technical Education Director, ISD 709
Ian Vincent, Business Developer
Elena Foshay, Director of Workforce Development, City of Duluth
Carol Turner, Operations Administrator, Duluth Workforce Development
Shawn Herhusky, Workforce Strategies Consultant, DEED

Excused:

Mary Ferguson, Director of Recruitment & Staffing, Essentia Health
Colleen Kelly, Human resources Manager, Whole Foods Co-op
Matt Silverness, Director of Human Resources, Norwood Childrens Services
Joel Vena, District Manager, Kelly Services
Sonia Vinnes, Rehab Manager, DEED Vocational Rehab
Susan Wallerstedt, Human Resources Generalist, LHB

Absent:

Sandy Kolasinski, General Manager, Little Angie's Restaurant & Cantina
Paul Pederson, Director of Outreach, MAC-V

Welcome & Introductions: Meeting was called to order at 3:03 by Brandon Hendrickson. Brandon introduced Elena Foshay, the new Director of Workforce Development for the City of Duluth. Elena said a few words about her background and vision for the role.

Approval of Minutes: The minutes from the August 7, 2018 meeting (no meeting in July) were approved by those in attendance.

Introductions: Each Board member was asked to introduce themselves and share brief thoughts about the workforce issues and opportunities that are most on their mind.

- **Brandon Hendrickson**, Residential Services Inc – Residential services for people with disabilities, main office in Duluth but work statewide. Trains on HR aspects. Biggest concern/challenge is finding enough workers. Entry level job in healthcare, struggle to find people committed to working.
- **Jay Ott**, Owner of Admax. Publishes Duluthian magazine.
- **Emily Edison**, Executive Director SOAR Career Solutions. Provide employment services, particularly for those returning from incarceration. Biggest concerns are getting past criminal backgrounds, and uptick in co-occurring mental health and chemical dependency.
- **Ian Vincent**, APEX/Northforce. Concern is ensuring young people in region understand real opportunities that exist here, and translate that into retention.
- **Jim Laumeyer**, HR consultant. Work with clients that can't find people to hire. There are real issues in finding right workforce. Also teacher/trainer for Second Chance – teaching in jails to get people ready for employment.
- **Laura Krollman**, Human Resources at Minnesota Power. How do we make sure we have talent pipeline coming through the schools that will meet need for jobs available.
- **Lindsey Growette Stingle**, National Bank of Commerce. Talent acquisition and diversity are main concerns.
- **Carol Turner**, City of Duluth. Keep local control and local voice in region, state, and nationally.
- **Shawn Herhusky**, DEED. Businesses are being negatively impacted by not being able to find workforce.
- **Marla Halvorson**, St. Luke's. Would like Board to work on marrying relationship between people that need jobs and employers that have jobs. Shortage of employees will require attracting people to area. Mid-range housing is huge barrier – people are leaving because they can't find housing.
- **Rachel Loeffler Kemp**, AFL-CIO/United Way. Connect working families to the community. Concerns are workplace safety, dignity and respect in the workplace, living wage jobs with benefits.
- **Patty Fleege**, Manager of ABE for ISD709. See people every day struggling to hold down one or two low wage jobs, manage children, and try to get an education – education is what drops off and then they lose chance to get living wage job.
- **Andrea Chartier**, College of St. Scholastica. Help students find jobs that will cover their debt, retain international students, people wanting to relocate but wage is issue.
- **Stacy Oltmanns**, Convention/Sales efforts for Visit Duluth. Hospitality industry struggles finding people to fill entry level jobs.
- **Brad Vieths**, ISD 709. Find pathways for students, Carl Perkins fiscal host. Find opportunities to connect students to industries and make sure students, parents, and teachers are aware of opportunities here – students are aware, families are not necessarily.
- **Pam Kramer**, Duluth LISC. Make sure we're building healthy vibrant neighborhoods for people of all ages and income levels. Concerned about how many barriers there are for people to get employed, stay employed, make a living wage. How do we really support people through all the barriers while also working with employers to meet their needs? Also make sure we continue to have local programs that meet local needs.
- **Tamara Arnott**, Dean of Workforce Development at Lake Superior College. Education is the answer, short term and long term prep are required, just depends on the time of life which is the best opportunity for you. Affordable housing that is decent is huge concern, also improve diversity of workforce. Connect people to full time jobs with good wages and benefits.
- **Laura Weintraub**, CEO of marketing agency – one of 5000 fastest growing companies in the US. Trouble finding the right talent – they recruit talent nationally and through universities. Housing and day care are huge issues.
- **Amanda Yates**, St. Louis County Public Health and Human Services. Biggest issues are inequities and barriers to employment – chemical dependency, health, transportation, child care.
- **Betsy Harmon**, Manager of workforce services at job center. See a wider age group looking for work, young and old – make sure employers are recognizing there are skills across spectrum. Also same barriers others have said are biggest issue in responding to demand from employers. Don't get enough people to satisfy needs of local employers.
- **Monica Haynes** – Wages are big issue locally – lower than other parts of the state. 'Duluth tax' is a real thing – but Duluth should have competitive wages. Employers are guilty of not paying competitive rates. Also diversity of employment.
- **Lacey Jurek**, Human Resources at Verso Paper. Concerned about diversity in workforce, and best way to find qualified women, minorities, and veterans. Also partnering more with schools in the community – different ways to get involved early on.

- **Shayla Drake**, HR/Payroll Coordinator at Aftenro. People aren't accepting full time positions because they would lose benefits, so you have to hire 2 people for every position. Shift in ratio of FT to PT positions. Need for workers in healthcare will rise dramatically and not enough people in the pipeline to fill jobs.

Guest speakers: Drew Conrad and Carla Organist from the Institute for Decision Making at the University of Northern Iowa, part of Regional Talent Forecast team

- **Overview of Regional Talent Forecast** - Ian Vincent from APEX: Drew, Carla, and their team, along with group of community stakeholders, are working on a regional workforce study. Purpose is to find solutions or pathways to solutions to all the issues that folks were talking about. Goal is to figure out what are the problems, what are the causes, and what we can do about it. Eight month research project.
- Members were then asked to complete a worksheet listing workforce challenges and potential solutions
- **Discussion:**
 - **Housing – potential solutions:**
 - In Twin Cities, there are large tracts of land where hundreds of homes can be built. Less of that in Duluth but there are some that could be captured
 - Landlord issues – a lot of landlords don't take care of properties
 - What is mid-range housing for this market? - \$150k-\$250k
 - We don't have enough contractors/builders, and those that exist are starting to retire
 - Look at new federal opportunity zone program as resource
 - Perception that City is difficult to work with on development issues – developers would rather go to other surrounding cities
 - **Diversity – potential solutions:**
 - Awareness – if all you see are old white men, then others won't think they can do it. Need role models that look like you
 - Make a more welcoming community for more diverse individuals – build connections early and often
 - Attracting people of diverse backgrounds is easy, retaining them is difficult. Experience of subtle racism and discrimination makes people not want to stay.
 - Employer plays a role in making people feel welcome.
 - Expand definition of diversity beyond race – it's gender, gender identify, age, sexual orientation
 - We lack critical mass of any minority group to form a community
 - If people move to Duluth, the question shouldn't be why did you move here, it should be 'welcome!'
 - **Child care – potential solutions:**
 - Employers creating day care centers on-site
 - Some employers have had this, others are feeling like they have to do it just to attract workers
 - It's not the focal point of businesses
 - Over-regulation of day cares – too hard to open one
 - Facilitating child care co-ops
 - Flexible scheduling
 - Paternity leave
 - Notifying employees of schedules with plenty of time to plan
 - Allowing parents time off to care for children
 - **Follow-up** – Research team will type up and summarize worksheets

Update to Regional Plan – Carol Turner

- Local board approved update to regional plan in May – different from local plan update
- Michelle wrote regional plan update letter, and DEED wrote a response
- One thing we need to learn more about is that deadline for DEED to require updates has passed – need to verify whether we still need to submit
- Regional leadership team will compile response
- Local plan might also require updating

Committee Reports

- **Diversity & Inclusion**
 - Intercultural Development Inventory (IDI): Released RFP to find consultant in August, both Duluth Workforce Development Diversity Committee and NEMOJT Equity Committee vetted responses. Chose top two, called references. Concluded that Equity Alliance is best choice. What they would do:
 - Administer inventory through online tool to Board members, and workforce center staff in region
 - Report scores back individually with opportunities for one-on-one coaching
 - Aggregated scores provided to committee, develop plan to address cultural competence
 - Why IDI?
 - Validated assessment tool, used widely
 - Help start conversation and build cultural competence
 - Goal of state to address equity
 - Equity Alliance
 - Based in Twin Cities, with experience in this work
 - Clear timeline
 - Longest follow-up – will check in a year out to ensure impact is sustainable
 - Great references
 - Total cost of project: \$26,000 in state funds, plus \$10,000 additional from Blandin Foundation to support follow-up
 - **Questions:**
 - What is Board commitment?
 - Complete online inventory
 - Schedule one-on-one follow-up
 - Participate in group sessions (scheduled during Board meetings)
 - Committee will have larger task to design next steps
 - A few members will participate in steering committee to work with consultant to help shape study, including how to group results, what groups to survey, etc.
 - **Decision:** Approve recommendation of Equity Alliance as contractor. Amanda Yates proposed, Marla Halvorson second – all approved.
- **Career Pathways**
 - Formed subcommittee focused on healthcare industry – created pathways documents, now determine next steps. Met twice, another meeting coming up. Brainstormed hurdles to getting people into careers, and that employers are facing. Next meeting focused on coming up with solutions.
 - Main committee – will report subcommittee’s work, decide what to do from there.
- **Youth**
 - Didn’t meet in August
 - Looking at alignment between work plan and local plan – some tasks were not aligned. Part of issue is about trying to find access to employers and to out of school youth – looking for ways to do that.
- **Governance**
 - Continues to update member roster
 - Currently in need of union members – we are probably in compliance but could use one more. If folks have ideas for labor representatives, please talk to governance committee – there is a guide for outreach and a process to recruit.
 - Are there members of any of the healthcare unions that could serve?
 - Recommending to mayor that new member be appointed: Eric Gulland, from the Operating Engineers.
 - Have been talking about size of Board – minimum size is 19, so over the next few months and years as terms expire and if individuals have not have good attendance and high levels of engagement we may not renew terms. Ongoing conversation.
 - Board used to be smaller, thought it would be easier to keep ratios correct with larger board
 - There are certain slots required by law that have to be filled
- **Executive**
 - Haven’t met for a while
 - Last thing they did was to discuss update to plans

- **Community Engagement/Outreach**

- Met in September but low attendance – looking for additional members
- Help engage community and market services/programs
- Meet on the first Thursday of each month
- Brainstorming ideas for at least quarterly efforts
- CareerForce – rebranding workforce center, adding additional tools and new website – delayed
- Press release about IDI inventory when it launches
- Get more press overall about the different training initiatives
- Tribune charges \$25 for press releases – unless it's a real story –

Board Communications

- Elena will re-send calendar invites for full board and committees (except governance)
- Agreement to create shared dropbox for full board. Committees to decide whether they want to join or have their own

Meeting Adjourned at 4:30 p.m.

Next meeting is Monday, October 15 from 3:00-4:30pm in City Hall Room 303.