



Hennepin-Carver

Workforce Development Board

AGENDA

July 11, 2023

CareerForce - Bloomington

4220 Old Shakopee Road W #200

Bloomington, MN 55437

Date: Tuesday, July 11, 2023

Location: CareerForce Bloomington; 4220 Old Shakopee Rd. W #200, Bloomington, MN 55437

Attendees: Brad Markwell, Melissa Scherer, Shannon Seaver, Nicole Mattson, Andrea Erickson, Tim Mayer, Doug Muller, Derrick Givens, Rebecca Stearns, Emily Watts, David Muscoplat, Johann Peterson, Garfield Clark, Kate Probert, Elise Durbin, Cindy Larson

Guests: Barb Wolfe, Sam Peterson, Steve Kolsinski, Nicole Linscheid, Debbie Ferry, Avery Bardell, Afeez Agboola, Nerita Hughes, Erin Olson, Munira Yusuf, Mark Mann, Brenda Dickinson

Staff: Anna Mullikin, Erik Aamoth, Nicki Hanson, Bri Steirer, Nola Slagter, Shannon Quigley

Call to Order- Chair Nicole Mattson

Items in red require a vote to move forward

1) Approval of Agenda

MOTION: Emily Watts

SECOND: Doug Muller

MOTION PASSED: 16 yeas, 0 nays

2) Approval of Meeting Minutes (May 2023)

MOTION: Elise Durbin

SECOND: Cindy Larson

MOTION PASSED: 16 yeas, 0 nays

3) Board Business

a) Introduction of new Board members

1) Introduction of new Board members Andrea Erickson (Silver Creek on Main), Shannon Seaver (Edina Public HS), Rebecca Stearns (Polar Semiconductor), David Muscoplat (LifeCore Biomedical), Johann Peterson (United Association of Plumbers Local #15)

2) Dr. Nerita Hughes offered goodbyes to the Board.

b) Local Labor Market Presentation by Real Time Talent

- 1) Erin Olson, Real Time Talent
- 2) The presentation slides will be shared with the HCWDB following the meeting.

c) Board Work Group Report Out – Grounding of Strategic Direction

1) Kim Schrupp/Kate Probert (Program Design):

- a) The second session focused on analyzing the first year accomplishments through the lens of the work group's purpose and responsibilities and establishing a quarterly timeline. Some of the takeaways from this session include:
 - i) A compilation of all 1st year accomplishments within each strategic direction were reviewed based on the completion of homework assignments
 - ii) The prioritized 1st year accomplishments include:
 - (1) Building a Strong Foundation:
 - (a) Established best practices in compliance with federal/state/local policies
 - (b) Worked with employers to create realistic expectations
 - (c) Identified program participant needs (including alumni) and aligned with needs of employers
 - (d) Developed more appealing/attractive program messaging
 - (2) Inspiring Leadership
 - (a) Established relationships with community and subject matter experts
 - (b) Developed trainings that enhance Diversity, Equity, and Inclusion efforts
 - (c) Built a comprehensive workforce area through engaged leaders & training
 - (3) Engaging Customers and Partners
 - (a) Engaged employers discussing needs, gaps and resources
 - (b) Engaged job seekers discussing needs, gaps in current programs, and solutions to gaps
 - (c) New strategies for upcoming jobs
 - (d) Funded participant trainings and employment goals – overcoming barriers
 - (4) Use of Data
 - (a) Established a program framework using data
 - (b) Skilled evaluator
 - (c) Data used to inform program interventions
 - (d) Evaluated which markets have most needs
 - (e) Coordinate with Data work group to identify performance indicators to measure success and adapt/improve in real time
- b) These 1st year priorities were agreed upon and incorporated into a quarterly calendar
- c) Next steps include finalizing the quarterly timeline with remaining priorities and assess the timeline (considerations: does the sequence make sense? Is there an imbalance in workload across quarters? Discrepancies? Feasibility? Any gaps or missing steps?)
- d) Each work group member will assess the quarterly timeline as part of their homework and this will be discussed in the August session as well as identifying action steps for the first 90 days of the quarterly timeline

2) Tim Mayer (External Relations):

- a) The second session focused on analyzing the first year accomplishments through the lens of the work group's purpose and responsibilities and establishing a quarterly timeline. Some of the takeaways from this session include:
 - i) A compilation of all 1st year accomplishments within each strategic direction were reviewed based on the completion of homework assignments
 - ii) The prioritized 1st year accomplishments include:
 - (1) Building a Strong Foundation:
 - (a) Utilizing the Local Plan to identify high-interest industries/sectors
 - (b) Define employer needs, program gaps, and what resources would benefit

- (c) Identify training/education to fulfill employer needs
- (2) Inspiring Leadership
 - (a) Understand how other WDBs are engaging with their partners
 - (b) Ensuring programs are successful and are reaching the right audience
 - (c) Identify new potential board members when there are vacancies
- (3) Engaging Customers and Partners
 - (a) Develop relationships with key businesses/association groups and service providers to ensure alignment with strategic direction and goals
 - (b) Identify current partners and potential new partnerships
 - (c) Define relationship needs for all partners
- (4) Use of Data
 - (a) Obtain data on industry/business predictions related to needs, gaps, and shortages
 - (b) Identify key data sources to provide direction, work and results
 - (c) Review data (internal and external) to determine targeting programming needs
 - (d) Use data, statistics in decision making
- iii) These 1st year priorities were agreed upon and incorporated into a quarterly calendar
- iv) This work group decided to meet in July to continue to work through the quarterly timeline (July 26)
- v) Next steps include finalizing the quarterly timeline with remaining priorities and assess the timeline (considerations: does the sequence make sense? Is there an imbalance in workload across quarters? Discrepancies? Feasibility? Any gaps or missing steps?)
- vi) Each work group member will assess the quarterly timeline as part of their homework and this will be discussed in the July and August sessions as well as identifying action steps for the first 90 days of the quarterly timeline

3) Melissa Sherer (Data & Measurements):

- a) *The second session focused on analyzing the first year accomplishments through the lens of the work group's purpose and responsibilities and establishing a quarterly timeline. Some of the takeaways from this session include:*
 - i) A compilation of all 1st year accomplishments within each strategic direction were reviewed based on the completion of homework assignments
 - ii) The prioritized 1st year accomplishments include:
 - (1) Building a Strong Foundation:
 - (a) Conducting inventory of available resources/data tools
 - (b) Create outline/list of available data sources and what is currently being tracked by providers
 - (c) Creating a map of desired outcomes
 - (d) Creating goals for measurement learning and evaluation
 - (e) Creating a process for other workgroups to submit data requests
 - (2) Inspiring Leadership
 - (a) Having a better understanding of each group member's interests, strengths, skills
 - (b) Implementing and coordinating efforts to advance DEI and Disparity Reduction efforts
 - (c) Quantitative and qualitative data regarding service provider staff, Hennepin Co staff and program participants – compile and analyze to identify proven best practices and learn more about and determine feasibility of replicating similar best practices within the workforce area
 - (d) Conducting research to identify statewide/nationwide efforts to reduce systemic and individual disparities
 - (3) Engaging Customers and Partners
 - (a) Understanding overall perception of workforce development from the perspective of business and community leaders (current landscape, current barriers for employers

- and community to engage in workforce development, identify greatest opportunities and needs from businesses and community)
- (b) Understand our numbers and what it means to be successful – establish plans to expand upon these deliverables
- (c) Collect customer feedback for continuous improvement
- (4) Use of Data
 - (a) Gather input/direction from other work groups on valuable data points
 - (b) Have easily accessible data source library
 - (c) Establish a framework to guide program level measurement and increase consistency in data collection across programs
 - (d) Determine what to evaluate – when and at what level, as well as how to communicate and use the evaluation findings for learning and adapting
- iii) These 1st year priorities were agreed upon and incorporated into a quarterly calendar
- iv) Next steps include finalizing the quarterly timeline with remaining priorities and assess the timeline (considerations: does the sequence make sense? Is there an imbalance in workload across quarters? Discrepancies? Feasibility? Any gaps or missing steps?)
- v) Each work group member will assess the quarterly timeline as part of their homework and this will be discussed in the August session as well as identifying action steps for the first 90 days of the quarterly timeline

4) Executive Internal Operations (Nicole Mattson):

- a) *The second session focused on analyzing the first-year accomplishments through the lens of the work group’s purpose and responsibilities and establishing a quarterly timeline. Some of the takeaways from this session include:*
 - i) This group’s purpose is to oversee the efficiencies, reduce duplication of work and ensure progress is made amongst other groups
 - ii) The prioritized 1st year accomplishments include:
 - (1) Ensure increasing diversity, equity and inclusion amongst board members
 - (2) Create a process for disseminating work across the work groups
 - (3) Come up with (at least) one way to approach leadership in this area
 - (4) Create sustainability plan to ensure work groups are making progress on their implementation plans – as internal operations, want to be sure other work group priorities are being met in their action plans
 - (5) Other governance responsibilities of the WDB (foundational documents, Local Plan, RFPs, etc.)
- b) Next steps include creating the 90 day implementation plan in August, including discussion of tactical items

d) Board Action Request 2023-3: Approval of the Local Incentives and Stipends Policy

MOTION: Garfield Clark

SECOND: Nicole Mattson

MOTION PASSED: 16 yeas, 0 nays

4) Updates

a) Board Updates

i) Local and Regional Plan

1. HCWDB must develop local plan and work with other Workforce areas to develop regional plan
 - a. Minneapolis is taking the lead on the regional plan
 - b. State Plan to be completed by May 2024

- c. DEED will be providing guidance on the next iteration of the Local Plan.
 - d. The general purpose of the Local Plan is to outline employer/business needs and how programs will align with those.
2. Staff will put together timeline and get that on website along with the PPT presentation from the State.

ii) Brooklyn Center Lease update

1. Staff is having ongoing meetings with DEED and the State to move the process along as quickly as possible.
 - a. Electrical work needs to be done. State needs to appoint someone alongside Hennepin County.
 - b. Should be done later this summer, and lease could be signed before next HCWDB meeting in September.
 - c. The new center could potentially open before year end
2. Board Members discussed ways to mitigate the length of time it takes to establish a comprehensive center.
 - a. Board Members discussed logistics. Watts will write first draft, Clark and Mattson can help and then full board will review before it is sent (sign off by Matt Udermann too); Stearns offered to gather feedback from low-income housing property manager in her network.

BAR 2023-4:

MOTION: Emily Watts

Motion for the HCWDB to write a letter to DEED and Hennepin County expressing concern about the length of time it has taken to create a comprehensive CareerForce space that would service the residents of Brooklyn Park and Brooklyn Center.

SECOND: Derrick Givens

MOTION PASSED: 16 yeas, 0 nays

iii) Board Member Terms

1. Cindy Larson, Sarah Gutzman, and Emily Watts' Board seats are up for renewal at the end of this year.
2. There is currently an opening for Dr. Hughes position – Post-Secondary Education Board seat.
3. A survey on 2024 meeting dates has been distributed and those meeting dates will be voted on during the September HCWDB meeting.

b) Program Updates

i) Wagner-Peyser

1. Follow your heart career campaign with DHS, trying to fill healthcare positions – nurses/PCA positions.
2. Resource training fairs (one Aug 1st in Brooklyn Park library, one at CareerForce at end of August)
3. Start your own Business Event was a big success and the team is looking forward to planning another.

ii) Adult/Dislocated Worker

- 1) PY21 WIOA Monitoring for Adult and Dislocated Worker
 - a) Results were consistent across both monitoring reports for PY21 WIOA DW & PY21 WIOA Adult
- 2) Findings

- a) There were not any findings for either monitoring report—credit goes to providers for their commitment to quality work and reaching out for technical assistance as needed for us to ensure we are getting accurate guidance from DEED, as needed
- 3) Areas of Concern
 - a) There was a concern at the time of monitoring that our WDA would not be able to meet our planned performance goals—each for different reasons but after further review since the grant period ended (06/30/23)—performance goals referenced in the reports were actually met or exceeded with the exception of WIOA Adult credentials.
 - i) WIOA Adult Credentials—goal was 85 completed credential; at the end of the grant (6/30/23), 56 credentials were actually earned there are still several individuals enrolled in training still that have the opportunity to earn credential which can be captured up to 1 year later
 - ii) I’m drafting up a response to DEED currently to clarify this information in the report and to document to DEED where our WDA’s performance goal updates
 - iii) Adult: Exceeding in enrollments but lower exits to employment and credential attainment compared to planned
 - (1) Goal: 85 & at end of grant 56 actually earned credential & 99 actually enrolled in training during grant period—some of who have not completed their training yet.
 - (2) Goal: 60 & at end of grant 74 have exited to employment
 - iv) DW: Lower enrollments compared to planned enrollments
 - (1) Goal: 180 at 03/31/23 & actual achieved 03/31/23 we were at 91 but our PSP after our last modification was for 90 so we did meet our enrollments at 91 (specific to this grant)
 - (a) 180 individuals served during the grant period, which 2X higher than planned
 - b) Files contained outdated version of the ‘How we Use Your Personal Information/Equal Opportunity is the Law’ form
 - i) Providers have received the up to date EO form and have been asked to update this with existing participants as they meet and for all new enrollments moving forward
 - ii) We have a scheduled EO training this September 2023 for all Adult/DW/Youth providers to review expectations, best practices and information/formal complaint process/procedures
- 4) Recommendations
 - a) Create guidance for long-term participants (enrolled 3+ years)
 - i) DEED doesn’t have a policy for this but we are hoping that we can create local guidance and that this may be done by one of our board’s work groups and/or collaboratively with Adult/DW providers. We hope this will be informed by existing best practices and identifying/addressing areas of opportunity.
 - b) Create a WF1 EDS Policy
 - i) Some providers have their own internal WF1 EDS policy already but due to DEED not requiring this yet, we have been waiting for DEED to issue a policy to understand their expectations prior to creating a policy to later revise
- 5) Promising Practices
 - a) Hennepin County has moved into the Disparity Reduction Line of Business and partners to proactively seek to eliminate disparities
 - b) There are clear policies and procedures in place to ensure subgrantees are monitored in a timely and sufficient manner.
 - c) Consistent communication with subgrantees by hosting monthly provider meetings to discuss programming and provide technical assistance, as requested

iii) Youth

1. Monitoring
 - a. Youth program monitoring is currently underway and the results of those monitoring visits will be shared at the September Board meeting
 - b. The Henn-Carver WDA received a finding in the most recent monitoring report from DEED that sub-grantee monitoring was not being conducted as required per federal law – this monitoring process was shared with DEED and was approved to meet the corrective actions that were in the monitoring report.
 - c. Copies of these monitoring reports will be shared with Board members and DEED monitoring staff at the next scheduled Youth monitoring visit.
2. Performance PY22 Q4 (Sept Meeting)
 - a. PY21 has ended as of 6/30/2023 and service providers will be submitting final invoices this week – in early August, we will be able to confirm that all PY21 grant funding has been expended by all Adult/DW/Youth service providers
 - b. 6/30/23 is also the last day of the 1st year of the PY22 grant and service providers have until 7/15/23 to update all data in WF1 before it is reported to DOL
 - c. After the 7/15 deadline, DOL will compile all reported data and roll out PY22 performance outcomes in mid to late August which will be shared at the Sept Board meeting

c) Carver County

- i) **Mobility Program**
- ii) **Commerce Corridor Tour**

d) Hennepin County

i) Workforce Leadership Council

1. Three Work Groups have been established: Barriers to Employment, Talent Pipeline, Tech
2. Barriers to Employment: Working with economic development partners – small/medium size businesses to identify ways to ensure they can pay a minimum wage in order to remain competitive; identify Nonprofit partner to work with employees of these companies to do financial counseling, stipends, and support services.
3. Technology: partnering with Economic Development, working on a couple programs they are running, looking at tech skills employees need.
4. Talent Pipeline; Partnering with RTT- Cohorts of businesses in Mental Health and CDL credentialing.
 - a. Digging into ways to alleviate barriers to talent acquisition and retention.

ii) Roster Program (ARPA Funding)

1. Funding nonprofit organizations to provide sector-based training.

iii) Staffing updates

1. Anna is moving on in different area of WFD working with pandemic recovery programs.
2. Moving forward with another candidate to fill that vacancy.

e) Other?

5) Adjourn

Mission Statement

The Hennepin-Carver Workforce Development Board fosters individual and family economic well-being through the development of meaningful career pathways and employment opportunities, provides a skilled talent pipeline to our employer partners through the strategic investment of workforce development resources and the building of collaborative partnerships, and works alongside community organizations to identify and recruit community members to participate in workforce development services based on the workplace requirements expressed by our employer partners as well as the needs and interests of the community.

Vision Statement

The board works in partnership with all community members and employers to support and enhance an effective, efficient, and inclusive workforce development system which assures alignment between available talent and employer needs resulting in economic prosperity for all.

The Hennepin-Carver Workforce Development Board is a Proud Partner of the American Job Center Network and Minnesota CareerForce.

