



FOR IMMEDIATE RELEASE
City of Duluth - Communications Office

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SUBJECT: 2nd Northeast MN Workforce Solutions Series to Highlight Innovative Recruitment Strategies

BY: Pakou Ly, Communications Office

2nd Northeast MN Workforce Solutions Series to Highlight Innovative Recruitment Strategies

[Duluth, MN] – The Northeast Workforce Solutions Series kicked off in February with about 160 participants from Grand Rapids, Grand Marais, Hibbing and Duluth to engage in a workforce gap conversation. The State Demographer reported on the stagnant population dynamics and the need to look at new migration to move the needle of population growth and workforce diversification. Most recently, the State of Minnesota Department of Employment and Economic Development reported that since January 2017, the northeast region had gained 6,200 jobs which employers are now challenged to fill at a time when job seekers hold the cards.

As a follow up to that conversation, organizers with the City of Duluth, Duluth Workforce Development Board, the Northeast Minnesota Workforce Board, Iron Range Resources and Rehabilitation along with several public and private partners are hosting the second series aimed at introducing innovative talent recruitment strategies planned for April 18 in Duluth and Chisholm.

“Participants from the Workforce Solutions Series Kick off were very clear in their feedback: we need tangible strategies,” said Mayor Emily Larson. “This second in the Workforce series will dig deeper into innovative solutions from a national expert and lead into an honest conversation with a panel of employers who have demonstrated success in their recruitment efforts. There’s no better time than now to share and learn from other experts to ensure a strong workforce and economy for our region’s future.”

The second of the multi-part series will be conducted in Duluth in the morning and Chisholm in the afternoon but both will feature the same keynote speaker, Janice Urbanik, Executive Director of Partners for a Competitive Workforce, who has worked extensively on developing the talent supply chains for the regional industry sectors in Cincinnati, Ohio. Additionally, participants will gain valuable insight from panelists who are attracting employees to their organizations in creative ways.

“Employers need to stay competitive to attract and retain a vibrant, skilled workforce,” said Iron Range Resources and Rehabilitation Commissioner Mark Phillips. “It’s about finding the right strategy that suits your organization. Our goal is to bring ideas and people to the table.”

The event will take place on April 18, 2018 with two sessions:

Morning Session in Duluth: 7:30-10:30 AM, Registration at 7:30 am, Program at 8 AM
Greysolon Ballroom, 231 East Superior Street, Duluth, MN 55802 (Parking ramp at 301 E Superior St. has skywalk connection)

Afternoon Session: 12:30-3:30 PM, Registration at 12:30 pm, Program at 1 PM
Minnesota Discovery Center, 1005 Discovery Drive (Taconite Room), Chisholm, MN 55719

Registration in advance is highly recommended to obtain the \$20 per person rate using the following web links, same day/on site registration is \$25/person:

Duluth location: z.umn.edu/WorkforceSeries_Duluth

Chisholm location: https://z.umn.edu/WorkforceSeries_Chisholm

The event is recommended for business owners, people in the human resource management field, or managers/supervisors seeking solutions and opportunities to network.

The series is funded by a grant from the Minnesota Department of Employment and Economic Development and sponsored by the City of Duluth Workforce Development Board, Northeast Minnesota Workforce Development Board, University of Minnesota Center for Economic Development, Northeast Minnesota Office of Job Training, the NORTHSPAN Group, APEX, NORTHFORCE, Duluth Seaway Port Authority, and Iron Range Resources and Rehabilitation, College of St. Scholastica, Duluth LISC, and the Head of the Lakes United Way.

Information about the Workforce Solutions Series is available at <http://duluthmn.gov/workforce-development/2018-workforce-solutions-series/>

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