

February 2013 minutes

**Northeast Minnesota
WORKFORCE INVESTMENT BOARD MEETING
Iron Range Resources – Eveleth MN
Wednesday, February 27, 2013**

Regularly scheduled meeting called to order by Chair Stone at 10:00 a.m.

WIB members present:

Bud Stone, Paul Carlson, John Grahek, Betsy Harmon, Tom Jamar, Terri Nystrom, Allen Rasmussen, Roland Root, Mike Valentine

Excused: Jill Anderson, Sue Collins, Janet Eichholz, Dave Hart, Craig Pagel, Al Rudeck
Absent: Mitch Robertson, Kelly Zink
Guests: Marla Beaty, Roy Smith
Staff: Michelle Ufford, Renee' Marconett

Motion was made by Valentine, supported by Root to approve the January 23, 2013 minutes as written; motion carried unanimously.

Business Service Specialist Report
Marla Beaty, DEED

Beaty is assigned to work with the business community in the Northeast region and evaluate what services are needed by employers and businesses. Board members were given copies of the DEED Business Services Report on activities for the period 11/1/12 through 2/27/13. 81 consultations were made during this timeframe, with Mining, Manufacturing, and Service industries the largest population. Beaty commented on issues from major employers that include increasing activities to prepare for a skilled labor shortage. Secondary employers, hospitality, retail, and senior health care are already feeling the strains. The competition among employers in finding qualified job seekers is getting fierce and the overall sense of business short term well-being is optimistic, but uncertainty in the political issues is being more of a topic. Beaty will provide the Board with updates as needed.

Governor's Workforce Development Council (GWDC) Presentation Update
Michelle Ufford

Ufford met with the Governor's Workforce Development Council (GWDC) last week and outlined strategic planning for 2013. The Northeast Workforce Investment Board is utilizing the GWDC "All Hands on Deck" report, along with benchmarking local initiatives and identifying gaps in current programs and resources. Ufford informed the GWDC of the Northeast Career EdVenture grant which was received from the State of Minnesota. This is a unique opportunity to create regional infrastructure to connect business and industry with education.

Northeast Career EdVenture Project Update
Michelle Ufford

Board members were given copies of the quarterly progress report for the Northeast Career EdVenture Project. This is a new pilot project to bring free career planning and guidance resources to students throughout the region. The program is funded by a grant from the State of Minnesota in recognition of the dire need for these services and the natural intersection between the Workforce Center system and public education. Because this is such a major undertaking, much time has been spent in development and outreach, including presentations to teachers, administrators, and guidance counselors, business and trade groups. Year to date progress includes: 1,606 students have received services through the project: 625 individuals and 981 through group activities; 16% of students receiving individual services are a minority; 54% of all students have been male and 46% female. Thirty percent of students have received a career assessment, 22% job search assistance, 10% financial aid/scholarship information, 10% transition from high school planning, and 21% information on college/postsecondary training. Twenty two businesses have committed to participate, including MN Power, US Steel, American Bank,

Blandin Foundation, Essentia Health, MN Discovery Center, and a host of small businesses. Ufford will update Board members as the project progresses.

Board Discussion – Educator Panel and Next Steps

All board members participated in a lengthy discussion to examine the results from the educator panel discussion from the January meeting. Main topics of discussion included:

- Timing of career planning - begin exploration before 8th grade
- Barriers students/schools face in accessing career exploration opportunities
- Methods of providing career exploration opportunities
- Parent involvement in career planning

Chair Stone asked the board for a consensus to concentrate on in the coming year. Board members suggested the following:

- Career EdVenture is a great tool
- Focus on ideas that can be delivered across entire region
- Track where there are overlaps of funding
- Develop a marketing plan – identify audience s
- Research transferrable skills and how to incorporate with projects

Projects/Programs for additional support services:

- Junior Achievement Program
- Pathways to Students success
- Straight Talk Series
- STEM System
- Boy Scouts of America

Next steps:

- Ufford will develop a working plan with opportunities for board members to review
- Stone will research working tools that match up with various projects and contact a representative from the Boy Scouts of America to speak at a future WIB meeting

Chair Stone asked board members to think about the active role they play in this project and what opportunities are available, along with exploring all information they've received on Career EdVenture to get a better understanding on what the project involves.

Miscellaneous

The WIB Youth Council will meet on March 26th. This is a subcommittee of the WIB and includes an excellent group to work with curriculum development and incorporate innovative action.

Smith informed the WIB the Iron Range Resources Board is in the process of being restructured. The 13 member board is being downsized to five House of Representatives and four Senators, who serve districts in the Taconite Tax Relief Area. The board will no longer have any citizen representation. Senator Tomassoni will chair the board.

Meeting was adjourned at 11:59 a.m. Next meeting will be held on Wednesday, March 27, 2013.

Posted: Apr 25th, 2013 8:50 AM