

Northeast Minnesota Office of Job Training
WORKFORCE INVESTMENT BOARD MEETING
Virginia Workforce Center
Wednesday, May 25, 2016

Regularly scheduled meeting called to order by Chair Stone at 10:05 a.m.

WIB members present:

Bud Stone, Dave Debevec, Betsy Harmon, Kelsey Johnson, Wayne Kangas, Lynn Krall, Jeff Lee, Bill Maki, Todd Scaia, Roy Smith, Mike Valentine, Kelly Zink

Excused: Terri Nystrom, Stan Paczynski, Allen Rasmussen, Roland Root, Al Rudeck

Absent: Darik Carlson, Paul Carlson, Jason Quiggin

Guests: Beth Peterson, AEOA; Erik White, DEED

Staff: Michelle Ufford, Heath Boe, Renee' Marconett

Motion was made by Johnson, supported by Smith to approved the March 30, 2016 minutes as written; motion carried unanimously.

Stone introduced new WIB members Wayne Kangas, Kelsey Johnson, and Todd Scaia. Kangas is a Financial Representative with Thrivent; Johnson is the new President of the Iron Mining Association; and Scaia is the Clinic Manager at St Luke's Laurentian Clinic.

ReGen, Wayne Kangas

ReGen is a non-profit organization founded in 2014. Their mission is to attract and retain young adults on the Iron Range by enhancing a vibrant cultural economic landscape. Often times, people leave the area, start a family and acquire an education. Kangas explained there is now a trend of people coming back in their 30s and 40s with a skill set they can apply in their hometown. ReGen is trying to help people think about how they can utilize the talent of people who come back here with those skills .

The organization offers several initiatives, including a mentorship program through Hibbing Community College where students are paired with business leaders on the Iron Range. ReGen has also been hosting some educational events, highlighting recreational opportunities around the Iron Range with an average of 20-30 people at these monthly gatherings.

One of the goals of ReGen over the next five years is growing their base of young people to connect with opportunities in the area along with changing the perception of the Iron Range, both by encouraging positivity from the people that live here, and the view of outsiders looking toward the Iron Range.

Regional Leadership Team Report and Discussion, Michelle Ufford

Ufford updated the WIB on regional planning efforts between the Northeast and Duluth Workforce Development Boards. A regional leadership team has been formed with representatives from the Duluth and Northeast boards along with staff members from the Workforce Centers. Their first meeting was held May 13th with a discussion and generation of ideas specific to the asset-mapping project. The focus included two strategic goals – 'conduct an analysis/asset mapping to assess condition of regional workforce development system' and 'facilitate development and implementation of career pathway systems in healthcare and skilled trades'. Through these goals, they will pursue strategies to achieve a more responsive alignment of employment and training services along with achieving a broader business sector engagement and increased community awareness of resources.

The purpose of the asset mapping is to explore the geographic location, service mix, available resources, and workforce development system assets. Phase One will entail mapping employment and training providers to gain an increased understanding and awareness of existing workforce development resources to drive organic alignment and system capacity at the provider level along with making more focused and strategic employment services and training

investments to maximize system performance and return on investment. A possible Phase Two would involve mapping services to employers to better identify where the public workforce system can be of value.

Discussion continued with WIB members giving input on the proposed process that is modeled after a similar project conducted by Alameda County in California. This process consists of the following:

1. Compile and analyze quantitative and qualitative data on the depth and breadth of workforce services;
2. Utilize GIS to map agency/organization locations; and
3. Develop strategies and other actions based on findings.

The process is to start with information from United Way 2-1-1 Information and Referral listing all employment and training related organizations in the 7-county area. A consultant would meet with each organization to collect quantitative and qualitative data in four areas:

1. Employment Services
2. Vocational Education and Training
3. Support Services and Providers
4. Other (assets we would align with such as entrepreneurial supports and training)

Ufford distributed a handout outlining the four components of the Northeast Regional Asset Mapping initiative. WIB members considered different consultants that could assist in compiling and analyzing data. There is approximately \$50,000 available in regional planning for all activities but other organizations will be approached to assist with the cost, including the Blandin Foundation, IRRRB, and the Northland Foundation.

Motion was made by Valentine, supported by Kangas, to move forward with a Leadership Team to establish the process and timeframe for the asset mapping. Root, Stone, Harmon, Paczynski, and Rasmussen volunteered to participate on the Leadership team. They will meet on June 29th in Cotton to review the request for qualifications/Request for Proposals and establish a process and timeframe. Motion carried unanimously.

Miscellaneous Information

The Minnesota Workforce Council Association annual summer meeting will be held on August 9-11, 2016 in Duluth. All WIB members are encouraged to attend, as this is a collaboration of many different groups discussing relevant issues, particularly the WIOA final regulations.

The Northeast Minnesota Office of Job Training received an award from DEED for their outstanding performance of providing services to dislocate workers in the area. Ufford was honored her staff received this recognition for their hard work to serve dislocated miners.

The next WIB meeting will be Wednesday, September 28, 2016.

Meeting was adjourned at 11:51 a.m.