

Northeast Minnesota  
WORKFORCE INVESTMENT BOARD MEETING  
Virginia Workforce Center  
Wednesday, September 30, 2015

The meeting was called to order at 10:35 a.m. with the following in attendance:

Members: Bud Stone, Darik Carlson, Betsy Harmon, Jeff Lee, Bill Maki, Terri Nystrom, Stan Paczynski, Craig Pagel, Allen Rasmussen, David Ulrich, Mike Valentine, Kelly Zink  
Excused: Paul Carlson, Dave Hart, Barb Hilde, Tom Jamar, Roland Root, Al Rudeck  
Absent: Jason Quiggin  
Guest: Roy Smith  
Staff: Michelle Ufford, Renee' Marconett

**Motion was made by Nystrom, supported by Darik Carlson to approve the June 24, 2015 minutes as written; motion carried unanimously.**

**WIOA Regional Planning**, Michelle Ufford

Ufford informed the Workforce Investment Board that under the new Workforce Innovation and Opportunity Act (WIOA) federal funding stream, workforce service areas must complete a regional plan in conjunction with contiguous workforce service areas where there are important commonalities, such as a shared labor pool, interdependent industries, or economic dependencies. The Northeast region will be paired with the Duluth Workforce Council to ensure both service areas develop a regional workforce strategy that coordinates the efforts of both workforce service areas. Ufford has met with the Duluth WIB Chair and City of Duluth Workforce Development Manager Paula Reed to discuss the process of collaborative regional planning.

A handout was distributed summarizing the regional planning under WIOA. The purpose is to develop, align, and integrate service delivery strategies; support the state's vision and strategic and operational goals; and direct investments in economic, education, and workforce training program to provide relevant education and training to ensure that individuals, including youth and those with barriers to employment, have skills to compete in the job market.

Requirements of the WIB include the development and implementation of sector initiatives for in-demand industry sectors or occupations, establishing regional service strategies, coordinate administrative costs, transportation and other supportive services if possible, and establish an agreement concerning how the planning region will collectively negotiate and reach an agreement on local levels of performance on accountability measures.

Ufford continued the discussion with a Power Point presentation that outlines four areas of direction. The Regional Plan will focus on inputs from WIOA and identified system issues at the state, regional and local levels.

1. Governance and Infrastructure
2. Strategic Planning
3. System Involvement
4. Evaluation and Improvement

The response/design will be shaped by using federal, state, regional and local goals to address the workforce and economic development needs of individual Workforce Development Areas. An overview was given for each of the four areas with many questions/answers.

According to DEED, traditional approaches are not solving the toughest-often complex challenges. A different approach would be a Collective Impact which is the commitment of a group of important actors from different sectors to a common agenda for solving a special social problem. The five conditions of Collective Impact include:

1. Common Agenda

Participants share a vision for change that includes a common understanding of the problem and a joint approach to solving the problem

2. Shared Measurement System

All participating organization agree on the ways progress and success will be measured and reported

3. Mutually Reinforcing Activities

A diverse set of actors, typically across sectors, coordinate a set of differentiated activities through a mutually reinforcing action plan

4. Continuous Communication

Partners engage in frequent and structured communication to build trust, mutual objectives, and create common motivation

5. Backbone Support

Initiative staff provides ongoing support: guiding the initiative's vision and strategy; aligning activities; reporting on shared measures; building public will; advancing policy; and mobilizing resources.

The first round of WIOA planning will focus primarily on:

Phase 1 - Ideas and Dialogue

- Governance and Infrastructure - Convene Stakeholders
- Strategic Planning – Issues, Contest and Resources
- System Involvement – System Outreach specific to goal
- Evaluation & Improvement – Drive consensus and urgency

Phase 2 – Initiate Action

- Governance and Infrastructure – Identify Champions, cross-sector groups
- Strategic Planning – Data and landscape
- System Involvement – System Outreach
- Evaluation & Improvement – ID key gaps/issues and data

The next step will be the planning and logistics of sessions between the Northeast and Duluth Workforce Investment Board members.

Board members expressed their ideas and opinions for the joint meeting. Ufford asked if any WIB members were willing to participate in a joint workgroup with Duluth prior to the joint meeting. Zink, Ulrich, Stone, Nystrom have volunteered to meet and identify what kind of information they need to come prepared to discuss from their unique perspective/industry. Board members suggested hiring a facilitator (Blandin Foundation, Inez Wildwood, Anne Glumack, Randy Lasky) to assist in the Regional Planning process.

Lengthy discussion continued with board members defining the content for the joint WIB meeting in November. They will need to determine what information is needed/wanted, determine larger workforce themes/develop framework for regional strategy, identify industries for possible sector initiatives, and identify strategies to engage other stakeholders and how to capture relevant information using existing networks and regional groups OR regional summit/meetings.

Board members provided the following additional stakeholders.

Iron Mining Association  
Mining MN  
AMFA  
ARDC  
MN Forest Industries  
MN Forest Resource Partnership  
Iron Range Building Trades Council  
Twin Ports and Iron Range Liaison committee  
Max Gray/Lenci

A second joint WIB meeting will be held in January or February to review information gathered and discuss required plan elements. This will include:

- ◆Strategies to jointly address identified sectors
- ◆How to tackle regional career pathways work
- ◆Set goals and measures; address plan specifics
- ◆Determine any necessary joint work groups and work plan

The final plan is due for approval/submission to the state in April.

During the next week, Ufford will draft a work plan for a facilitator and circulate to board members for feedback and input on who would be a good fit to assist in developing a useful work plan.