

Welcome!

The meeting will begin shortly.

GWDB Quarterly Meeting

Wednesday, October 26, 2022

10:00am | Virtual Meeting (via Microsoft Teams)



GWDB Agenda: October 26, 2022

<i>Start Time</i>	<i>Agenda Item</i>
10:00am	Welcome
10:02am	Business Items: Chair's Report; Minutes from 8/24/22
10:10am	DEED Updates & Discussion: Commissioner Steve Grove
10:50am	Reimagining the GWDB: Committees & Deliverables Discussion
11:15am	DEED LMI: Minnesota's Post-Pandemic Labor Market
11:58am	GWDB Membership/Application Process
12:00pm	Adjourn

Business Items (For Action):

1. GWDB Chair's Report
2. Meeting Minutes from Wednesday, August 24



**EMPLOYMENT AND
ECONOMIC DEVELOPMENT**

DEED Updates:

Minnesota Department of Employment & Economic Development (DEED)

Commissioner Steve Grove;

Darielle Dannen, Government Relations Director

Wednesday, October 26, 2022

mn.gov/deed

- Partnerships & Investments
 - [PowerUp Pilot Program](#) with Xcel Energy
 - Minnesota Forward [Tech Training Grant](#)
 - Re-entry Program [Pilot RFP](#)
- Other Updates
 - US DOJ/DOL *First Step Initiative* funding award
 - October 2022: [Manufacturing Month](#) in Minnesota
 - Engaging partners & stakeholders – incl. GWDB – to chart path forward

8/24 Discussion: Recurring Themes

Focused efforts around high-wage and high-demand job industries

- **Break down silos** across state agencies, programs
- **Narrow focus**, and tie strategies to needs specific to key industries
- Support strategies that get **more Minnesotans** into the workforce
- Ensure **employers are at the table**, and that training efforts directly impact their ability to hire/systems are in place for talent pipeline management
- Support **lifelong learning & up-skilling**: youth, mid-career, and older workers
- Better **align** workforce programming/service-delivery to address barriers for training participants (childcare, transportation, etc.)

Recurring Themes: Summarized

Three “buckets” from stakeholder discussions:

- **Addressing barriers:** worker & skills shortages, wage issues in some vital industries, alignment/coordination across agencies & systems
- **Industry partnerships/focus:** stronger connections to industry partners, and operationalization/deliverables from those connections (systemic impact)
- **Workers & Talent:** partner with employers find, attract, employ, support, & retain workers – specifically from underemployed or historically marginalized communities

What does a coordinated state workforce strategy in 2023 look like?

Starts with **working together** - at the state, regional, and local levels:

- State agencies: DEED, MDE, OHE, DOC, DLI, DHS, MVDA, OHE...
- Employers
- Labor unions
- State colleges & universities
- Local workforce development boards
- Community-based organizations and other workforce nonprofits
- Trade/industry associations and chamber partners
- Education & training providers
- Philanthropic organizations
- Other key workforce partners

A more coordinated workforce strategy...

Government can't "fix" the labor shortage – but can focus on areas of opportunities for greatest impact:

- Identify industries with greatest potential for impact – prioritize investments
- Look for market gaps that only government can address
- Commit to alignment and coordination across agencies – plan accordingly
- Take a long-term view: 10-year horizon
- **Partnerships, partnerships, partnerships**

Invest in Talent: Areas of Focus

1. Focus on **barriers** that are holding people back across industries
2. Focus on **people** who face greatest barriers to education, training, and employment
3. Focus on **key industries** critical to MN's competitive future

These areas build upon each other, but also have distinct strategies and tactics.

Thriving Economy: Workforce Strategies

Focus on barriers

- *Attracting new talent to MN*
- *Addressing shortages in childcare, housing*
- *Addressing market failures – such as wages/reimbursement rates in vital sectors*

Focus on people

- *Employer supports (DEIA work, navigating state programs, upskilling workers, partnerships)*
- *Better tailor efforts to serve historically marginalized or underrepresented, such as BIPOC Minneostans, People with Disabilities, justice-involved, New Americans, Youth, (prospective) retirees, etc.*

Focus on key industries

- *Develop, enhance, and support more sector strategies and industry partnerships*
- *Support industry partnerships tailored to the needs of specific industry sectors*

Industries – DRAFT for discussion

How we might look at industry priorities...

- Size of industry
- 10-year job vacancy projections
- Wage rates – default towards higher wages, or fixing market failures for low-wage critical jobs
- Ability of government to make an impact

5 Industries of Focus – DRAFT for Discussion

Based on LMI data and an impact analysis, we could propose to focus on the following 5 industry sectors:

- Technology
- Caring Professions
- Manufacturing
- Trades
- Education

Focus on Industries – Integrated model

For each industry sector, we would look at levers of impact at every layer of the pipeline, spanning agencies:

- **The K-12 system** – CTE + AP classes in these 5 industry spaces
- **The Minn State system & the U of M** – prioritize scholarships/curriculum in these 5 industry sectors
- **DEED, CBOs, CareerForce, local boards, and other workforce partners**– launch funds that grants workforce training dollars in these 5 industries, including to trade associations for job-matching services

Re: establishing a post-pandemic state workforce strategy:

- Reactions to these “new” areas of focus?
 - *“Focus on Barriers”*
 - *“Focus on Industries”*
 - *“Focus on People”*
- Anything you want to elevate around workforce strategy priorities?



Reimagining the GWDB

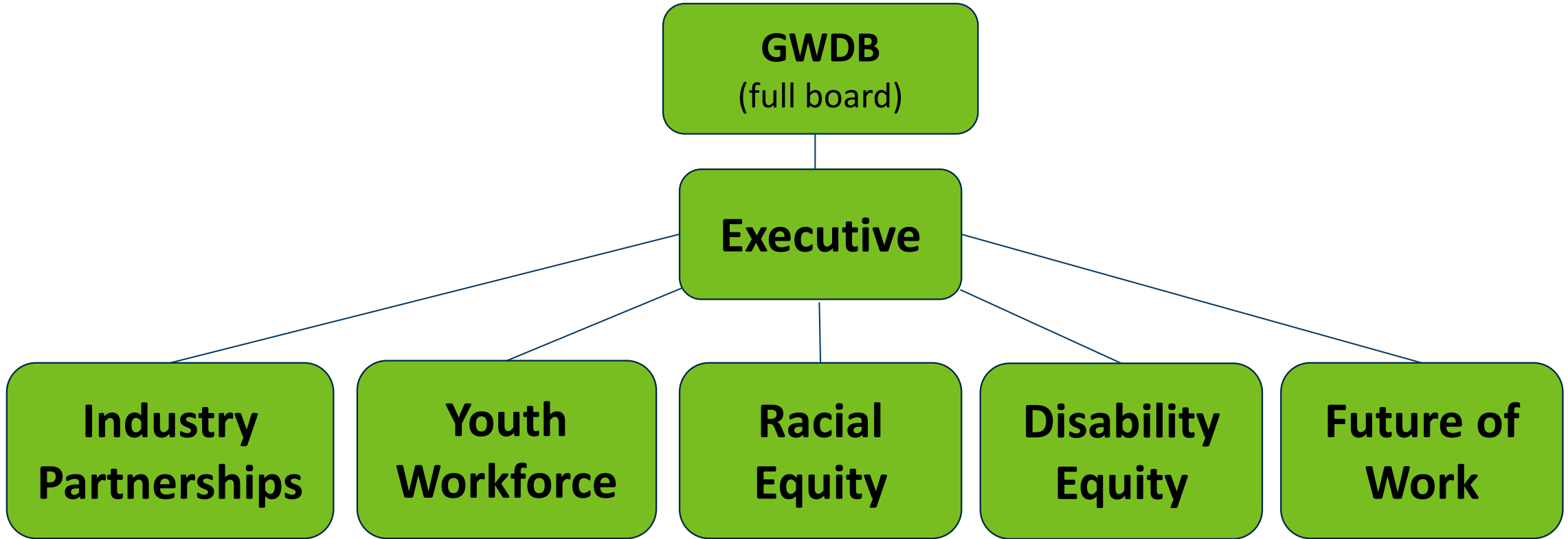
Ben Baglio, Director of the Governor's Workforce Development Board (GWDB)

1. State Boards & the GWDB Committee Structure
2. Leveraging the GWDB: Opportunities
3. Proposed Committee Structure
4. Discussion:
 - Sector Strategies: How do we use the GWDB to support?
 - Reactions & Ideas to proposed structure/committees

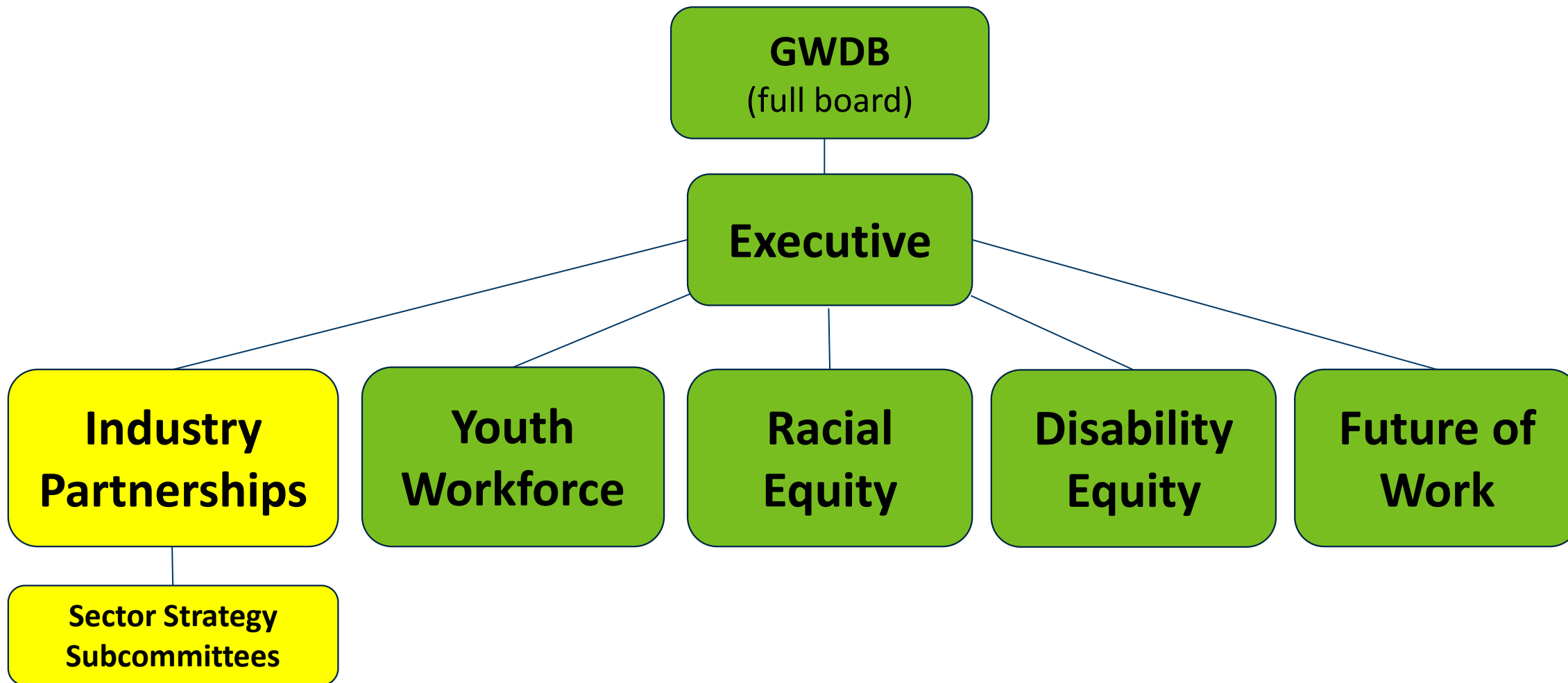
State Workforce Boards

- State boards: created under WIOA to be vehicle for alignment & coordination across agencies, systems, and sectors
- WIOA: Emphasis on *career pathways, sector strategies, and addressing disparities* in education, training, and employment
- Previous GWDB Committees: Exec, Ops, Racial Equity, Disability Equity, CPP

Overarching Question: How can the state utilize the GWDB to provide for more systems alignment and strengthen sector partnerships?



Proposed Committee Structure



Proposed Committee Structure

Sector Strategies Subcommittees

Sector Strategies Subcommittees:

- Healthcare & Social Assistance
- Manufacturing
- Technology
- Construction Trades
- Education Services

Subcommittee Membership (tentative):

- Chair: Business/employer members from GWDB
- State agency representatives
- Industry Associations
- Employers
- Education/Training Providers
- Local workforce & CBO partners

Example Work:

- Career Pathways articulation/recommendations
- Identifying & disseminating best practices
- Advising state agencies developing or deploying sector strategies or initiatives
- Supporting local/regional partnerships in sector

How do we get there?

- Operationalize GWDB's activities related to:
 - Utilizing the GWDB to inform program design or support workforce initiatives
 - Supporting sector strategies and partnerships with industry
 - Providing recommendations to state leaders and guidance/support to system partners
- Opportunities:
 - Committee structures tied to key priorities, more cross-agency ownership
 - Deploy new methods of informing state leaders & connecting them with members
 - Better utilize GWDB members & their expertise
 - Other strategies or tactics as developed with members...

- Overall: Reactions to draft proposal? Ideas?
- Does the proposed Industry Partnerships Committee (and Sector Subcommittees) provide the structure needed to better support Sector Partnerships? Anything missing?
 - What should be the key results of this committee? How do we measure success?
- How else can we create a new path forward for MN's workforce development system that more fully utilizes the GWDB?
- Additional ways for state to support sector strategies/partnerships?



Minnesota's Post-Pandemic Labor Market

Oriane Casale

Interim Director, DEED Labor Market Information

Reminder: GWDB Terms & Applications

- After 1/2/23: 18 GWDB Member Vacancies
- Applications: [GWDB's page on the MN SOS portal for boards/commissions](#)
 - Reminder: *Business member applicants must also submit Letter of Support* from a business/industry association, professional association, chamber entity, etc.

GWDB-MAWB Annual Winter Meeting

Wednesday, December 14: 10am-2pm

Location TBD (Metro Area)

Agenda and more details to be shared in November.

GWDB: <https://mn.gov/deed/gwdb/>

MAWB: <https://mawb-mn.org/>