

**WASHINGTON COUNTY
WORKFORCE DEVELOPMENT BOARD MEETING
Century College
White Bear Lake, MN
March 21, 2018**

Members Present

Sharon Blomgren	Lee Ann Cox	Christopher Eng
Jennifer Hassebroek	Stan Karwoski	Michelle Kemper
Peg Killen	Jeff Klemmer	Ann Lindquist
Steve Moeller	Lee Okerstrom	Wayne Sarappo

Workforce Center Staff Present

Robert Crawford	Tina Dudzinski	Rachel O'Connell
-----------------	----------------	------------------

Guests

Andrea Dunn, DEED
Ray Douha, DEED
Mary Jo Huebner, Allina Health
Julia Miller, Hennepin County
Jill Moe, DEED
Monica Ramirez, Century College
Sarah Shanley, Northeast Metro 916
Michael Slezak, DEED
Jill Stewart-Keller, Northeast Metro 916
Laurie Staiger, Woodbury Area Chamber of Commerce
Julie Toske, DEED

WDB Members Not Present

Tom Colosimo	Christine Dressel	Susie Evans
Mike Lang	Lee Miller	Lori Tapani
	Khadija Zeig	

1. Call to Order and Introductions – Chair, Lee Ann Cox

Chair Lee Ann Cox called the meeting to order; members, partners and guests introduced themselves. Century College President Angelia Millender welcomed everyone to the College.

2. Adopt Agenda – Lee Ann Cox

A Motion was made to adopt the Agenda, it was seconded and the Motion carried.

3. Approve February Minutes – Lee Ann Cox

A Motion was made to adopt the February 21, 2018 minutes, it was seconded, and the Motion was approved.

4. CareerForce Platform and Branding – Julie Toskey and Jill Moe, DEED

Julie Toskey, CareerForce Branding: CareerForce will be the new name of the Workforce Centers in Minnesota. The CareerForce brand will be integrated in the future with the online platform for CareerForce called the Workforce Innovation Fund (WIF). The brands CareerForce and “Minnesota, Powered by Prosperity” were developed by Neka Creative.

Research on rebranding the Workforce Centers was done from 2014-2017 by surveying customers, partners, and staff to learn about the public’s perception and get advice on what the brand should be.

The goal of rebranding is that all customers understand and have access to our programs. Employers are also facing a shortage in mid- to high-level job candidates and the state wants to focus on providing career pathways in programs and training to meet that need. This is a paradigm shift away from the past where people were not aware of the Workforce Centers and found them confusing to a clear customer experience path and streamlined processes and systems. CareerForce online will launch by September 30, 2018.

The functional benefits are financial stability for individuals, a respected talent pool for employers, better collaboration for greater innovation, community progress and economic growth for Minnesota.

Their Vision is to “Become known as the trusted talent resource driving economic prosperity for everyone living in Minnesota.” The Mission is to “Facilitate thriving career solutions for individuals, employers, communities and Minnesota”.

Questions and Comments:

Ray Doua, DEED: The CareerForce brand will be the same across Minnesota and people will know it represents consistent customer service. When he moved here, he got a job in five days because he used a Workforce Center.

Chris Eng: What kind of marketing budget do you have? The WIF project contributed \$60,000 towards marketing and there are other sources of funding.

Chris Eng added: Wisconsin has invested \$6 million in advertising to attract talent to the state and Minnesota needs to step up to fill over 100,000 jobs in the next two years.

Robert Crawford: In the beginning, the Workforce Center had tremendous marketing and at first he thought this should be done again. Julie Toskey replied the Department of Labor said it’s time to disrupt the workforce system.

Julia Miller: How does one become a brand ambassador? They are not sure how this will be rolled out to the next tier but having partners as ambassadors is a great idea.

Lee Okerstrom: He works with incarcerated Veterans and upon release 70% stay in the Metro area. It will make his job much easier to refer Vets when all Workforce Centers have the same

name. They are meeting with Luis Brown-Pena who conducts the New Leaf pre-release program to see how people can access the platform before they are released.

Jill Moe, CareerForce Platform: The CareerForce Platform will be more collaborative between customers, partners and industry and aligned with WIOA regulations and regional sector strategies. It will be capable of chatting on line, doing referrals to other agencies, and interacting with assistive technologies for people with disabilities.

The platform will connect with Minnesotaworks.net to display jobs in your location and interest area. Minnesota Labor Market Information will be accessible. Security will be very important – users will have the option of being anonymous or signing in with more detailed information specific to them. A tool called “Gather Content” enables partners to submit information on their organization to Portland Webworks. We want to connect employers with training through CareerWise and also our customized training representatives. Career One Stop has great videos on different careers.

Questions and Comments:

Lee Ann Cox: How much information came from the current workforce? They formed workgroups to gather information. Let us know if you are interested in participating.

Stan Karwoski: Our opportunity is in equity – including diverse populations, veterans, and ex-offenders – to get everyone on board for a stronger workforce.

Monica Ramirez: Are you going to be connected to sites such as Burning Glass, or are you going to create it yourself? They will use content from Labor Market Information and the Department of Labor. Articles from other websites can be shared.

Michelle Kemper: When will partners in the room be able to contribute to the content? The month of April they will be doing the Gather Content.

- 5. Northeast Metro 916 Intermediate School District – Jill Stewart-Keller, Principal**
N.E. Metro 916 is known for serving students with special needs and helping high school students learn about careers, earn industry certifications and college credits. Fourteen school districts send over 800 students a day by bus.

For many students, school was not relevant until their experience at N.E. Metro 916 lite up their passion. They cater to the academic middle and above providing support with career and life readiness programs. Students take the Accuplacer and get academic intervention if necessary. Industry standard equipment and technology is made possible through the Carl Perkins Act. The teachers at N.E. Metro 916 work first in their field before becoming teachers. Each program has a “Career Tree” showing entry level to advanced positions within that career so students see this as a pathway.

Questions:

Chris Eng: Does state funding follow the student? They receive \$2,700 per student, although schools are starting to see the need and are creating their own programs.

6. Motion to Adjourn – Chair, Lee Ann Cox

A Motion was made to adjourn the meeting, it was seconded, and the Motion was approved.

7. Tour, Northeast Metro 916 Intermediate School District – Jill Stewart-Keller

Medical Careers Class: Student ambassadors give information to people touring the campus. Students were working on getting their C N A certification. One student currently worked at a nursing home and wants to go to St. Kate’s to become an O. B. Nurse.

Auto Dismantling: Students dismantle donated cars to learn how things work. They also earn a forklift certification. The class is a good background for engineering types of programs.

Auto Technology: Students can continue this training at Century for a two year degree in diesel truck technology. The student ambassador will be going into business and studying sales in the future.

Emergency Medical Technician: The ambulance simulator has cameras inside to view from the outside. The students learn how to do extractions with the Jaws of Life.

Animal Science: There is an animal room, two greenhouses and a classroom. This is not a credit program but gives students valuable experience in caring for animals and preparing for a career in veterinary science.