



Workforce Development Committee

Mission: To provide leadership in connecting local/regional business, education, and economic development initiatives, as well as ensuring quality services in the CareerForce System or one-stop centers.

AGENDA

May 10, 2024

9:40 am–10:50 am

HYBRID

In-person attendance at CMJTS’ Monticello office in conference room 128.

To join virtually, a Microsoft Teams meeting invitation was emailed to you on April 30, 2024. (If viewing this agenda online, click on the link on page 3.)

Unable to locate the invite? Please email vhosch@cmjts.org.

The Board’s Basic Responsibilities

- Determine the WDB’s mission and purpose.
- Support the CEO.
- Provide proper financial oversight.
- Ensure adequate resources.
- Ensure legal and ethical integrity and maintain accountability.
- Ensure effective organizational planning.
- Recruit and orient new board members
- Assess board performance.
- Enhance the WDB’s public standing.
- Monitor and strengthen CareerForce systems, programs, and services.

MEMBERS

- | | |
|--|--|
| <input type="checkbox"/> Mark Netzinger, Chair | <input type="checkbox"/> Kimberly Hanson Lint |
| <input type="checkbox"/> Rob Stark, Vice Chair | <input type="checkbox"/> Commissioner Jeanne Holland |
| <input type="checkbox"/> Derrick Atkins | <input type="checkbox"/> Becky Lourey |
| <input type="checkbox"/> Melissa Ball-Warriner | <input type="checkbox"/> Rebecca Nelson |
| <input type="checkbox"/> Craig Beaulieu | <input type="checkbox"/> Lori Vrolson |
| <input type="checkbox"/> Dr. Alex Kangas | <input type="checkbox"/> Brian O’Donnell (rotation) |

STAFF

- | | |
|---|--|
| <input type="checkbox"/> Troy Gilbertson (CMJTS) | <input type="checkbox"/> Tim Zipoy (CMJTS) |
| <input type="checkbox"/> Christina Pflueger (CMJTS) | <input type="checkbox"/> Diane Johnson (CMJTS) |

GUESTS

- Luke Greiner (DEED)

2023-2024 Committee Goals and Action Plans

- Review industry clusters by region to determine if they are still viable. Look at: DEED to be proactive to enhance business expansion and create job growth.
 - 7E: Continue focusing on manufacturing, healthcare, and leisure and hospitality.
 - 6E: Continue focusing on manufacturing, agriculture, and healthcare.
 - 7W: Continue focusing on manufacturing, healthcare, ground transportation, energy, and construction.
- Support initiatives that focus on bringing broadband infrastructure to rural areas in LWDA 5 that are necessary for jobseekers and businesses to participate in everyday activities such as job search, education and training, accessible or remote work, health care, and staying connected.
- Outreach to businesses to inform them of what is available in the region by utilizing business service coordinators.
- Continue to gather data and bring in guest speakers for committee growth and development. Track the changes that are occurring that may affect economic workforce development.
- Investigate possible ways this committee could assist small businesses and the trades.

Five Industry Sectors: Manufacturing, Healthcare, Construction (transportation), Natural Resources and Energy (Agriculture), Professional and Business Services (Information Technology)

Note: If you are unable to attend this meeting, please contact Victoria Hosch at vhosch@cmjts.org or 612-750-3559

Upon request, this material can be made available in alternate formats.

Auxiliary aids and services are available upon request to individuals with disabilities by contacting the front desk at 800-284-7425.

1. **Call to Order**
2. **Approval of the Consent Agenda**
(A single motion and vote are taken on all items listed under the consent agenda. Items may be added or deleted at the request of committee chairs, staff, or partners.)
 - a. Meeting Agenda*
 - b. Previous Committee Meeting Minutes*
3. **Old Business**
 - a. LWDA 5 Local Plan (motion to approve posting for public comment for the record)
 - Committee approval for the final plan isn't needed until DEED has reviewed and approved it.
 - b. Artificial Intelligence (AI)
 - Reminder: The Future of Intelligence Presentation, May 17, 2024, 9 am–11 pm
 - c. Continue Discussion of Focused Populations
 - Review the final format of the Board Outreach letter which will accompany the Focused Population handout.*
 - Review and approve the process of what is expected of board members when they connect with their business networks.*
 - Review and approve the tracking mechanism* of who the information was sent to and the date it was sent: <https://forms.office.com/r/HUY2GDnMCu>
4. **New Business**
5. **Business Services Update** – Zipoy
6. **Pulse of Private Industry Board Members** (time permitting)
7. **Next Meeting Agenda Items**
 - 2024-25 Committee Strategic Plan
8. **Future Meeting Agenda Items**
 - Future discussion about immigrant populations and how we can support their training.
 - On-demand video prototype from Vivid Image
 - July 12, 2024: Committee Officer Elections
9. **Adjournment**

* Attachment

NEXT MEETING SCHEDULE

June 14, 2024

8:15 am – 8:50 am	JPB/WDB Chairs/CMJTS Exec. Director Pre-Meeting (hybrid)
9:40 am – 10:40 am	Workforce Development Committee (hybrid)
9:40 am – 10:40 am	Community & Government Relations Committee (hybrid)
10:50 am – 12:00 pm	Workforce Development Board (hybrid)
12:15 am – 2:00 pm	Joint Powers Board (hybrid)

An up-to-date meeting schedule is available on CMJTS' website at:
www.cmjts.org > About > 2024 Board Meeting Schedule

How to join the Workforce Development Committee meeting virtually via Microsoft Teams

If you already have the Microsoft Teams app, select [Click here to join the meeting](#) here if viewing this agenda electronically or in your meeting invite and the meeting will open there automatically. (If you accepted the meeting invite, the link should also be in your calendar.)

Meeting ID: 213 779 278 565

Passcode: RrZDvq

If you don't have the desktop version of Teams, you can use the Teams Web App to join a Teams meeting from a Windows or Mac computer with a supported browser installed. You don't have to download anything, just follow these steps:

1. Go to **Outlook > Calendar**, open the Teams meeting request, and select **Join Microsoft Teams Meeting**.
2. Enter your name and select **Join the meeting**. (Or choose **Open in Browser** if it appears.)

Or call in (audio only)

[+1 612-470-3012,,319340041#](tel:+16124703012,319340041) United States, Minneapolis

Phone Conference ID: 319 340 041#

WORKFORCE DEVELOPMENT COMMITTEE
MINUTES
April 12, 2024

MEMBERS PRESENT: Mark Netzinger (chair), Rob Stark (vice-chair), Derrick Atkins, Melissa Ball-Warriner, Dr. Alex Kangas, Becky Lourey, Rebecca Nelson, Lori Vrolson, Sherry Smith, Jeanne Holland

MEMBERS ABSENT: Craig Beaulieu, Kimberly Hanson Lint

GUESTS PRESENT: Terry Lovgren

STAFF PRESENT: Dina Wuornos, Christina Pflueger, Troy Gilbertson, Diane Johnson

The meeting was called to order at 9:50 am.

INTRODUCTIONS/WELCOME

APPROVAL OF THE CONSENT AGENDA

Motion: Stark moved to approve the consent agenda. Seconded by: Holland. Motion carried.

OLD BUSINESS

LWDA 5 Local Plan Review

- Wuornos stated that the local plan is due every four years, and it indicates what services we will deliver as a partnership through all our partners in our memorandum of understanding. We would like this to be posted by May 1, 2024, to allow a 30-day comment period prior to submitting it to DEED by May 31, 2024.
- Wuornos provided an overview of sections A and B
 - *Question:* How does co-location work?
 - ♦ This is not the focus of the plan this year. The onset of COVID and the post pandemic has brought about a different mindset which is not necessarily about co-location but availability (making sure we are available in person or through technology).
 - *Question:* Is there consideration for the potential for the development of silos based on people wanting to hold on to their own programs?
 - ♦ There are several WIOA title partners in the CareerForce Center system that all work under the branding of CareerForce and referrals are made under this umbrella.
 - *Question:* What happens if an LWDA does not submit a plan?
 - ♦ They could lose their designation as a local workforce development area.
 - *Question:* Is there a focus on working with high schools?
 - ♦ The focus of our Youth Program is at-risk individuals. We also do outreach to schools by hosting events for the purpose of identifying appropriate paths.
 - *Question:* How do customers in Milaca access our services now that we do not have a physical location? Can we compare and track the number of individuals who accessed our services when we had a physical location vs. no physical location?
 - ♦ We are accessible by phone, technology, or a place that the individual can get to, such as a restaurant, library, or other public place. Our website also allows individuals to complete an application and our staff will then contact them. We also do social media promotions. Our staff are boots on the ground (hanging flyers in grocery stores, gas stations, libraries, etc.).
 - ♦ Most individuals that received services in Mille Lacs County participated in our public assistance program. On April 1, 2024, we lost the contract with the county. As a result, the numbers will change. We will continue to do the same outreach that we do in all of our counties to bring individuals in and serve them.
 - ♦ In light of time, the committee would like Wuornos to create an executive summary of the LWDA Local Plan.

Motion: Stark moved to request Wuornos to create an executive summary to send to the committee to review and provide feedback by 4:30 pm on Thursday, April 18, 2024. Wuornos will request Hosch to send a straw poll to committee members on Friday, April 19, 2024. Seconded by: Lourey. Motion carried.

Artificial Intelligence – Luke Greiner

Present CMJTS staff AI survey results – Pflueger

- Received 25 responses, which is about 35% of staff.
- Eight staff responded that they are using AI.
 - Responses from staff
 - ♦ Assistance with wording for recruiting email.
 - ♦ Assistance with wording for social media posts.
 - ♦ Not entirely sure what AI is.
 - ♦ Sometimes use for suggested replies on Outlook messages.
 - ♦ Language for drafting grants.
 - ♦ Performance review feedback.
 - ♦ Professional communication.

NEXT MEETING AGENDA ITEMS

- Review the final format of the letter.
- Review and approve the process of what is expected of board members when they connect with their business networks.
- Review and approve the tracking mechanism of who the information was sent to and the date it was sent.
- Netzinger will provide an update to the full board on May 10, 2024, of the committee's goals and expectations when promoting the letter to business/network contacts.
- View On-Demand Video prototype from Vivid Image.

ADJOURNMENT

Motion: Holland moved to adjourn the meeting at 10:50 a.m.



[Date]

Dear [Colleague's Name],

I hope this letter finds you well. I am writing to inform you about an exciting opportunity that can significantly benefit your company and workforce. [Your Organization], in collaboration with the Central Minnesota Jobs and Training Services, Inc. (CMJTS) Workforce Development Board, is pleased to introduce workforce development resources to assist in hiring and enhancing the skills of your employees.

Your business faces challenges every day. Where will you find employees? What skills will they have? How can you train them? CMJTS Business Service coordinators help to address the evolving needs of businesses like yours. Specifically, they can share ideas for reaching out to often-overlooked labor pools in this tight labor market.

Focused populations include:

- New Americans
- People recently released from correctional facilities
- Minnesotans with disabilities
- Teens
- Young adults who want to earn while they learn
- Older Workers

Key features of our workforce development services include:

- One-on-one consultations to discuss your unique needs
- Connections to jobseekers
- Recruitment resources
- Current labor market information
- Diversity, Equity, and Inclusion resources

To discuss how our workforce development services can benefit [Company Name], I propose scheduling a meeting with (Tim Zipoy – Central Region, Rebecca Perrotti – North Region, Bridget Paulson – South Region) at your earliest convenience. During this meeting, they can explore your company's needs, address any questions you may have, and outline a customized plan tailored to maximize the impact on your workforce.

Investing in your workforce is an investment in your company's and our communities' future success.

Members

Brian O'Donnell, *McLeod*
Chair

Rob Stark, *Wright*
Vice Chair

Robert Voss, *Kanabec*
Treasurer

Becky Lourey, *Pine*
Secretary

Derrick Atkins, *Wright*

Melissa Ball-Warriner,
Kandiyohi

Craig Beaulieu, *Mille Lacs*

Joy Beise, *Isanti*

Paul Bukovich, *Meeker*

Commissioner
Lisa Fobbe, *Sherburne*

Commissioner
Jeanne Holland, *Wright*

Dr. Craig Johnson,
Kandiyohi

Dr. Alex Kangas, *Wright*

Kimberly Hanson Lint,
Kandiyohi

Commissioner
Terry Lovgren, *Pine*

Rebecca Nelson, *Meeker*

Mark Netzinger, *Isanti*

Sherry Smith, *Sherburne*

Tim Truebenbach,
Sherburne

Lori Vrolson, *Wright*

Lisa Zwart, *Wright*

Dina Wuornos
Executive Director
Ex-Officio

P.O. Box 720
Monticello, MN 55362
763.271.3700

www.cmjts.org

Colleague's Name

Date

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Sincerely,

Board member XYZ

5 Steps for Effective Board Outreach

#1



Define Target Audience:

Identify the personal contacts, employers, or individuals who would benefit most from CMJTS business and program services. Consider factors such as industry, company size, geographic location, and hiring needs.

#2



Deliver a Compelling Message:

Use the prewritten message (letter-email template) highlighting the value and benefits of CMJTS business services. Focus on addressing your contacts' hiring challenges and explain how our services may provide solutions. You can copy and paste the content in the provided letter or attach the document to an email correspondence or mailing. Be sure to include the **2023 Overlooked Talent Pools** handout in your communication.

#3



Personalize Outreach:

Whether reaching out by phone, email, or mail, tailor your opening message to each recipient and mention specific aspects of their business that align with CMJTS business services.

#4

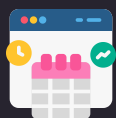


Track and Analyze Results:

Utilize the tracking system developed to track the outcomes of your outreach efforts. Provide essential information such as contact details, industry, and immediate concerns. The CMJTS Business Services team will use this data to refine our approach and improve future outreach campaigns.

Link to outreach database: <https://forms.office.com/r/HUY2GDnMCu>

#5



Follow-Up:

The CMJTS Business Services team (Rebecca Perrotti—north, Bridget Paulson—south, or Tim Zipoy—central) will follow up with contacts, which may involve sending additional materials, scheduling meetings, or providing orientations on our services.



Board Member Outreach

This form is intended for tracking WDB/JPB outreach efforts. The information collected will help the CMJTS Business Services Team effectively follow up, review how businesses/employers responded, and identify opportunities for service delivery.

Please provide detailed notes to help CMJTS Business Service Coordinators provide adequate follow-up services. Thank you!

* Required

1. Board Member Name *

2. Date Outreach Conducted *



3. Business/Outreach Name *

4. Business/Outreach Contact Email *

5. Give a brief direction of the industry/occupation type.

6. Business/Outreach Website (if available)

7. Notes *

Central Minnesota Workforce Development Board 2023-2024 Workforce Development Committee Strategic Plan

FOUNDATIONAL

Guiding Principle	To actively engage, support, and cultivate all industries across the entire economy and selected targeted industries in Central Minnesota to effectively sustain business and industry, jobs, and communities by providing visionary and collaborative leadership and strategic investment of significant resources.			
Mission	To provide leadership in connecting local/regional business, education, and economic development initiatives, as well as ensuring quality services in the CareerForce Center system or one-stop centers.			
Strategic Direction	Develop and attract a skilled and diverse workforce for targeted industry sectors by communicating broadly to jobseekers and other influencers via coordinated marketing approach to share information about interaction between job requirements and degree requirements and the future needs in the workforce.			
Targeted Occupations	Identifying “in demand” occupations and employment projections through use of data about employment by location, labor supply and demand, earnings, unemployment, and demographics of the labor force to help employment specialists and their jobseekers find relevant training opportunities to fill skills gaps, address skills shortages in the current economy, and anticipate employer need for trained workers in the listed fields.			
Targeted Industries	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%; padding: 5px;">Region 6E Manufacturing, Healthcare, Agriculture</td> <td style="width: 33%; padding: 5px;">Region 7W Manufacturing, Ground Transportation, Energy, Healthcare, Construction</td> <td style="width: 33%; padding: 5px;">Region 7E Manufacturing, Healthcare, Leisure and Hospitality</td> </tr> </table>	Region 6E Manufacturing, Healthcare, Agriculture	Region 7W Manufacturing, Ground Transportation, Energy, Healthcare, Construction	Region 7E Manufacturing, Healthcare, Leisure and Hospitality
Region 6E Manufacturing, Healthcare, Agriculture	Region 7W Manufacturing, Ground Transportation, Energy, Healthcare, Construction	Region 7E Manufacturing, Healthcare, Leisure and Hospitality		

OPERATIONAL

PRINCIPLES	SKILLED WORKFORCE				INDUSTRY-DRIVEN STRATEGIES			STRONG COLLABORATIONS			RESOURCES ALIGNMENT		CONTINUOUS IMPROVEMENT		
	Basic Skills	Work-Readiness Skills	Occupational Skills	IT Fundamentals	Labor Market Information	Drivers of Region Economy	Connections to Industry	Business	Community	Economic Development	Education (Build Capacity)	Workforce Development	Measurable Outcomes	Evaluation	Improvement Strategies
FOCUS	<p style="text-align: center;">Youth</p> <ul style="list-style-type: none"> ▪ Support career exploration opportunities: <ul style="list-style-type: none"> - Job shadow - Pre-apprenticeship - Internship ▪ Support work experience opportunities. ▪ Support the WDB Youth Committee initiatives to address the employment, training, education, and support service needs of young and emerging adults. 				<p style="text-align: center;">Jobseekers</p> <ul style="list-style-type: none"> ▪ Support training that prepares to compete for demand occupations: <ul style="list-style-type: none"> - Basic Skills - Pre-vocational and Adult Career Pathways training - Occupational (credentialed) - On-the-job training - Grants for training ▪ Provide job search services and connection to area employers (further clarification). ▪ Support strength-based approach to case management that helps jobseekers effect change and overcome challenges or barriers to employment. 			<p style="text-align: center;">Industry</p> <ul style="list-style-type: none"> ▪ Offer honest dialog on current and future worker needs for the variety of occupations each employer represents. ▪ Support and provide critiques of programs of the CareerForce Center. ▪ Connect employers with resources of the CareerForce Center outside of the targeted industries in Local Workforce Development Area 5 (LWDA 5). ▪ Employer resources, training, and support ▪ Incumbent Workers <ul style="list-style-type: none"> - Assessment - Ongoing training ▪ Educate employers and encourage commitment to diversity, equity, and inclusion in hiring and workplace practices. 			<p style="text-align: center;">Influencers</p> <p>Develop, distribute, and present LWDA 5 targeted-industry and workforce-needs educational materials, using the following LWDA 5 networks:</p> <ul style="list-style-type: none"> ▪ Economic Development Authorities ▪ Chambers of Commerce ▪ Civic organizations ▪ Regional industry alliances/association ▪ Job fairs/business expos ▪ CareerForce Center system ▪ Family members ▪ Educators ▪ Policy <ul style="list-style-type: none"> - Department of Employment and Economic Development (DEED) - Workforce Development Board - Elected officials 				