

Minutes of the
Workforce Development Council
Thursday, November 18, 2021
10:00 a.m. – 2:00 p.m.
Growing Small Towns Meeting Space, 510 Main Avenue
and online via TEAMS meeting

Members present: Dave Farnsworth, Pat Bertagnolli, Becca Cruger, Kellie Fritz, Tiffanie Gelinske, Tony Grindberg, Cindy Griffin, Lyn James, Tim Johnson, Jan Kamphuis, Howard Klug, Perry Lubbers, Matt Marshall, Guy Moos, Katie Ralston, Cindy Schreiber -- Beck, Stan Schauer, Wayde Sick, Don Shilling, Taya Spelhaug, Kasper Ziegler

Guests present: Shannon Rolandson, Winona Dimeo – Ediger, Tim Carty

Staff present: Phil Davis, Tammy Barstad, Ruth Lacher, Melyssa Diebold, Sherri Frieze

CALL TO ORDER/ROLL CALL

Dave Farnsworth, Chair, called the meeting to order at 10:00 a.m. welcoming members and guests. Sherri Frieze, Boards & Commissions E.A., conducted the roll call.

APPROVAL OF MINUTES

Motion: It was moved by Matt Marshall, seconded by Taya Spelhaug, to approve the August 19th, 2021 minutes. Motion carried.

SUBCOMMITTEE UPDATE

Career Exploration – Don Shilling
Populations with Barriers – Phil Davis
Recruit & Retain – Pat Bertagnolli

Career Exploration & Skills Gap - Don Shilling

- 2 additional members have joined
 - Shannon Rolandson – Burdick Job Corps of Minot
 - Josh Anderson – True North Steel
- Working to promote successful CTE programs throughout the state.
- Working to promote career exploration in schools, with apprenticeship, job shadowing with business and education collaboration.
- The Department of Public Instruction presented to the subcommittee regarding career cybersecurity in the school system, teaching students the importance of, as technology encompasses them.
- Looking to increased emphasis on cyber issues in the schools; setting standards with credentialing teachers that teach cybersecurity. DPI is pushing for funding at the next legislative session to hire a lead person for a cybersecurity program for the State of ND.
- Fargo Moorhead West Fargo Chamber of Commerce presented the IGNITE FMWF initiative. The system is designed to engage businesses with current and future talent pipelines.
- CTE and DPI are initiating an improved program to produce career exploration opportunities in the schools, that will connect with businesses, Chamber of Commerces, Labor Unions, Economic Development Corporations, and apprenticeships.
- Wayde Sick of CTE, and Jim Upgren of DPI, presented on the framework for a Career Planning Continuum that follows , students as they progress from elementary to middle to high school with career awareness to career exploration to career development.
- CTE is working to upgrade the RU Ready program; a career exploration program used by the school systems in ND. This upgrade will work with the High Demand Jobs list and presentation of materials and guest speakers in schools.

- Barry Dutton, State Director for the U.S. Department of Labor Apprenticeship office in Bismarck, gave an overview of North Dakota apprenticeships and training programs. ND has 104 registered apprenticeships. Employer hesitancy still exists, and a better marketing and simplification of the program needs to be applied to get more businesses on board.
- Shannon Rolandson from the Burdick Job Corps Center in Minot talked to the subcommittee about the uses of apprenticeship, vocational, and educational programs to train eligible participants.

Populations with Barriers to Employment (Removing Barriers) – Phil Davis

- Major Jay Sheldon presented at a joint meeting of the Recruit & Retain subcommittee and the Removing Barriers subcommittee, regarding the economic impact of military workforce in ND. Jerome Billups, Job Service of ND, spoke to the groups regarding the disabled veteran’s programs through Job Service of ND.
- Holly Triska-Dally and Dan Hanaher presented to the subcommittee on the Refugee process and the services provided by Lutheran Immigration Refugee Services.
 - October – September of 2022, 250 refugees are expected to settle in ND.
 - Future topics with the subcommittee may involve the barriers to workforce for Native American populations, childcare and how Job Service of ND can help.

Recruit & Retain – Pat Bertagnolli

- Major Jay Sheldon and Jerome Billups presented at a joint meeting of the Removing Barriers subcommittee and the Recruit and Retain subcommittee, regarding the economic impact of military workforce in ND.
 - The military is active in 14 communities in the state with the largest members in Minot, Grand Forks, Bismarck, and Fargo, with a figure of roughly 26,000 people, including spouses and children and \$1.3 billion in economic impact to the state was recorded in 2019.
 - 24 percent of military spouses are unemployed when moving into a community. Sanford Health is leading the engagement for spouses and college opportunities.
 - 35 percent of military spouses are licensed in an occupation, and the licensing process still needs to be streamlined in ND, as it still exists as a barrier.
 - 200 – 250 retirees per year; ranging from 38-50 years of age.
- Becca Cruger, Grand Forks Region Ec. Dev. Corp., presented to the subcommittee on the new website for the Greater Grand Forks region. www.GrandForksisCooler.com The website is partnered with many local businesses that provide video stories, relocation guide, information topics for housing, schools, business, community/military community, healthier lives, and an online store for Way Cooler Merchandise. The website won the 21st Century Workforce Award at the Main Street Initiative conference in West Fargo this year.
- Melyssa Diebold, Commerce Department, presented to the subcommittee on the reviving of the ND Relocation Site on the Workforce Division webpage on the ND Commerce website www.workforce.nd.gov. Melyssa is focusing on recruitment efforts and responds to requests for those interested in moving to North Dakota.
 - 61 people have requested information for moving to ND and 19 have relocated, as of March to October of this year with an expected 5 – 10 more people/families to move to ND within the next 6 months.

ROLECALL

The North Dakota Presentation Winona Dimeo-Ediger & Tim Carty

Commerce partnered with RoleCall, a talent consultation company to address the state’s workforce needs by assisting in making ND a national leader in talent attraction innovation and action. Winona and Tim walked members through the step-by-step process to be implemented in 2022 for the Department of Commerce.

1. Key players and success metrics
2. Initial observations and themes
3. Talent Attraction Infrastructure
 - ❖ Systems to capture your leads,
 - ❖ Help you connect and convert to residents
 - ❖ Prove success

4. How we do it
 - ❖ Inbound strategy
 - ❖ Marketing consultation
 - ❖ Building funnels and capturing leads
 - ❖ Distributing leads to regional leaders
 - ❖ Train on lead nurturing
 - ❖ Employer engagement
5. Priorities and moving with a job
6. National trends in talent attractions
 - ❖ Migration out of major cities
 - ❖ Incentive programs
 - ❖ Millennials in the workforce
 - ❖ remote work
 - ❖ Labor shortages
7. Activating local connectors and leaders
8. Amenity-based incentives
9. Operationalizing personal connection

ARPA UPDATE

Commissioner James Leiman

Workforce ARPA funding of \$20M - dedicated to workforce initiatives for Commerce.

- \$15M – dedicated for a regional funding model, called the Regional Workforce Impact Program (RWIP)
- The allocation was decreased from the original ask of \$50M. Eight regions exist in ND and each will be given a certain dollar amount per planning region and funding levels, based on population.
- \$5M – dedicated for the Technical Skills Training Grant, a program designed to build or expand accelerated training programs for those who have been displaced.
 - \$3M for TST Grant
 - \$2M for Skilled Workforce Grant

James asked for member input on how these dollars could be best used.

LEGISLATIVE UPDATE

Wayde Sick

Chancellor Hagerott

Career & Tech Ed. – Wayde Sick

- \$88.3M dedicated
 - \$20M ARPA projects to be funded immediately.
- \$68.3M – Coronavirus Capital Project Fund
 - Grant application as a state needed on where the funds will be used
 - Grant plan – OMB will need to submit with more details and feds will approve the \$68.3M.

NDUS – Chancellor Hagerott

- Almost \$500 thousand - ND Digital Academy funding
- \$30M for Polytechnic funding

WIOA POLICY UPDATES

Katie Ralston

Phil Davis

- 13 policies reviewed/updated
- 3 related to WDC
 - Attendance
 - Conflict of Interest
 - Members Expense Reimbursement

- WIOA program performance ended September 30th with all performances met in 18 elements in 3 different programs.
- Job Up Campaign – 3.3 billion views, 142,000 come to the Job Service website.
- Job Pod – Job Service podcast started January 2021, approaching around 1,000 downloads.
- Burdick Job Corps Center in Minot is changing its federally funded Operator Contract to Atlanta, GA. The contact changes every 5 years for a new operator. Services to students will not be interrupted.

NORTH DAKOTA WORKFORCE INNOVATION NETWORK

Katie Ralston

November 1st, the National Governor's Association (NGA), announced that North Dakota and five other states; HI, NC, OK, PA, and RI were selected for the second phase of the NGA's Workforce Innovation Network (NGA WIN).

The states will deploy cross-agency teams to identify and implement strategies that advance digital skill development and more equitable economic participation. NGA WIN will award ND and the five other states \$100,000 each and help provide technical assistance to help state teams ensure all individuals have the digital skills needed to participate in work, education, or training.

A team of five people; Katie, Phil Davis, Taya Spelhaug (Microsoft), Maria Neset (Governor's Office), and Sara Mitzel (DPI), will work to develop a state plan, along with working closely with the technical assistants from the NGA.

WDC Member Updates

Dave Farnsworth

- Dave, Chancellor Hagerott, and Dr. Jensen are in conversations with Intel and Amazon regarding artificial intelligence and cloud-based modules. Dave will update the group on more information as it becomes known.

Don Shilling

- Supply chain not affecting them to much, many products are made in the U.S.
- Still looking for skilled workers.

Perry Lubbers

- Supply chain issues affecting some areas in ND.

Guy Moos

- Supply chain, having some affect to them.
- Workforce issues

Kellie Fritz

- Workforce issues
- Hiring individuals that do not have a GED.
- Working with incarcerated employees.

Jan Kamphuis

- 1000 open RN jobs throughout the state.
- Early retirements due to the covid
- Long term care centers need employees

Taya Spelhaug

- 500,000 open cybersecurity jobs throughout the U.S.
- Microsoft to train 250 thousand workers by 2025. National partners working with community colleges on cybersecurity program.
- Tribal Mountain Community College in ND is the first tribal college in the U.S., to have a robust cyber science program. They were awarded another \$5 million to work with other tribal colleges in cybersecurity.

Howard Klug

- Housing in Trenton and Williston will be needed in the next couple of years, due to the construction of the Gas to Liquids plant in 2023.
- Williston Square - repurposed the old airport, now have concerns about labor force
- TrainND – expanding of truckdriver training at the Williston State College

Becca Cruger

- Agribusiness bio fermentation producer, has selected Grand Forks as its first U.S. site, creating 200 jobs over the next two years.
- Huge rise in UAS, Vantis, ND's UAS network is working with 10-15 companies on cybersecurity, specialty jobs,
- UND became the 1st university to sign an agreement with US Space Force.
- US Dept. of Defense (DOD) SkillBridge program - five businesses have started this; military members that have 180 days of service left, will go into an internship and the DOD pays 100 percent of the wages.

Lyn James

- Sign on incentives for businesses to help with workforce issues.
- Bowman is working on a Strategic Plan.

Future Meetings

Future 2022 meetings are March 3, June 2, September 1, and December 1. Sherri will email those meeting dates to members to block their calendars. Meeting sites will not be limited to Bismarck, but to be held onsite in other communities.

1st Quarter meeting March 3 – subcommittees will report their final recommendations to the full council.

2nd Quarter meeting June 2 – Finalized recommendations will be reviewed by the full council and recommendations will be prioritized.

The next 6 months will include educating and informing of these recommendations before the next legislative session.

ADJOURNMENT

With no further discussion, the meeting was unanimously adjourned at 2:05 p.m. Motion carried.