



**NORTH DAKOTA
WORKFORCE DEVELOPMENT COUNCIL**

**Job Service North Dakota
1601 E Century Ave.
Bismarck, ND 58501**

**AGENDA
Wednesday, March 19, 2014 9:00 AM – 2:00 PM**

TIME	ACTIVITY	PRESENTER
9:00 am	Call to Order <ul style="list-style-type: none">• Welcome and Introductions• Review and approve today's agenda• Review and approve January 22, 2014 minutes• Review and approve February 6, 2014 Executive Committee minutes	Dave Farnsworth
9:10 am	Chair's Message & Director's Update <ul style="list-style-type: none">• Budget & Membership update	Susan Gunsch
9:15 am	Agency Reports and Workforce Training updates <ul style="list-style-type: none">• Job Service North Dakota• Department of Vocational Rehabilitation	in packet in packet
9:30 am	Discussion to determine legislative Workforce recommendations	
Break		
Cont.	Discussion to determine legislative Workforce recommendations	
12:00 pm	Lunch	
Cont	Wrap up and summarize legislative Workforce recommendations	
2:00	Adjourn	

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March 19, 2014**

MEMBERS PRESENT: David Farnsworth, Pat Bertagnolli, Darren Brostrom, Drake Carter, David Kemnitz, Dan Rood, Greg Schmalz, Laetitia Mizero, Jim Walker, Valerie Fischer, Jan Kamphuis, Hans Halvorson, Jim Walker, Rae Schobinger, Rosella Grant

MEMBERS ABSENT: Donna Fishbeck, David Gipp, Wayne Kutzer, James Marshall, Wendlin Piatz, Jane Priebe, Bruce Walker, Scott Davis (ex-officio), Lonnie Wangen (ex-officio)

EX-OFFICIO MEMBERS PRESENT: Susan Gunsch

DESIGNEES PRESENT: Beth Zander, Sonia Cowen, Lisa Johnson, Brenda Vennes, Uma Hoffmann

STAFF PRESENT: Ruth Lacher, Tammy Barstad

CALL TO ORDER: (David Farnsworth)

- Welcome and Introductions
 - Today's meeting will be group discussions to come up with 6-10 recommendations of specific needs for ND, prioritize, smaller group will fine tune (word smith) and send final recommendations to governor's office by about April 15.

APPROVAL OF AGENDA:

Valerie Fischer motioned to approve the agenda as presented.
Dave Kemnitz seconded the motion. All in favor. Motion passed.

APPROVAL OF MINUTES:

Review and approve January 22, 2014 minutes.
Jan Kamphuis motioned to approved minutes as presented.
Beth Zander seconded the motion. All in favor. Motion passed.

APPROVAL OF EXECUTIVE COMMITTEE MINUTES:

Review and approve February 6, 2014 Executive Committee Minutes.
Susan Gunsch motioned to approved minutes as presented.
Dave Kemnitz seconded the motion. All in favor. Motion passed.

MEMBERSHIP UPDATE:

Sonja Bommersbach (Dickey Rural Networks), paperwork is being signed and that will make a complete board.

DIRECTOR'S UPDATE: (David Farnsworth, Susan Gunsch)

Budget
Budget & Membership update.

Susan reviewed biennial budget through December 2013, currently at 26% expended so right on track.

AGENCY REPORTS AND WORKFORCE TRAINING UPDATES

Job Service North Dakota

Reports in packet that include Workforce Investment Act performance through December and Financials through December. SkillBuildND Demonstration grant report includes statistics through December.

Department of Vocational Rehabilitation

Report in packet.

Department of Commerce

Find the Good Life ND (Beth Zander)

The ND Economic Development foundation is essentially the board of Directors for the Department of Commerce. This group creates a strategic plan for ND which largely guides ND and the Department of Commerce. Workforce has grown in focus within the Economic Development foundation. The Foundation has the ability to raise funds. The Foundation wanted more purpose, wanted more focus, wanted to strengthen the image of ND. Odney Advertising suggested an image/workforce campaign. The Foundation agreed and has determined that they want to raise millions of dollars. Hess put in seed money of \$400,000 and the Foundation matched that. Odney is initially developing a strong media campaign. It will include a web based portal that will include links to agencies. They expect the next focus to be veterans, military being released and connecting by bringing employers and job opening information to conduct direct recruitment and tie it all in with ND being an awesome place to live. These are the early stages and were talked about at the press conference held Monday. The press conference was to let employers know that we'll be knocking on their doors. There's more to come. Commerce is hopeful that this group (WDC) will be cognizant of this campaign. High wage/high demand verbiage will drive direction of the campaign. Second phase will tie in higher education to find ways to encourage students to find jobs in ND.

DISCUSSION TO DETERMINE LEGISLATIVE WORKFORCE RECOMMENDATIONS

In preparation for the discussion:

Susan noted the ND 2020 & Beyond report, pg 12-14 is education, pg 27-28 is workforce development. These are available for review today as you create specific recommendations to support the different industries/groups and how to address these areas.

Beth Zander provided a handout with progress updates on the ND Workforce Strategic Plan. In statute, the Department of Commerce is assigned workforce agency collaboration efforts. Commerce created a ND Workforce Leadership Team. This team determined the need to focus on 4 goal areas, purposely leaving them a bit vague to allow room for movement: Prepare for our Future Workforce, Facilitate the Connection between Business and Workforce, Expand and Retain our Workforce, Map Workforce Development Activities for Planning and Promotion. South

Dakota has an effort to attract people with a website called SDWINS. There is a lot of information, and it allows access to more information to out-of-state job seekers.

Wrap up and summary of legislative Workforce recommendations

- Campaign to bring in families and help spouses locate jobs (testimonials, job search services).
- Focus a high proportion of scholarship monies to top 10 high demand ND jobs. (Nurses, Engineers, Instrumentation, Technicians, etc.) ND scholarship program coupled with JS reports, top 10 for 10 yrs pilot program.
- State matching local or employer funds to welcome new families, providing assistance getting settled if they have an employment commitment. Possibly a 1 to 2 match to access the dollars.
- Lower match requirement percentage of Workforce Enhancement grant to improve/update training programs at the 4 2-year colleges.
- New Americans/Native Americans who have been here for a while, work with Job Service after initial training/orientation to fill high need employment areas across the state. Strengthen partnerships. (Not necessarily focus toward Williston but focus on options across the state: Highest employment openings in Cass County area (28%), then Bismarck (19%), then Williston (13%), Minot (12%), Dickinson (10%)).
- STEM (K-12) Statement of support – might include teaching methods, collaboration, expansion of programs, increased focus on math-science-technical programs that support large demand for STEM jobs.
- Support replication of the pilot program utilizing one-time demonstration grant by the federal demonstration grant SkillBuildND - focus on top 10 ND job needs - for industry and underserved populations. (Consider using Strategic Plan verbiage).
- Support promotional material for community information for advertising community attractions, school activities, regional events to strengthen “Find the Good Life ND” and welcome new families.
- WDC supports strategic planning of state agencies, industry, and education on anticipating the jobs of tomorrow (ex. drones, UAS) and the R&D, skills training, STEM education that will support them.
- Support expansion of Operation Intern and Teacher Externship.

ADJOURNMENT

David Farnsworth motioned for adjournment of the meeting.

Jim walker moved to adjourn the meeting.

Dave Kemnitz seconded the motion. All in favor.

Meeting adjourned at 3:10 PM