

WORKFORCE DEVELOPMENT COUNCIL MEETING AGENDA

TUESDAY, JUNE 11, 2019

9:30 a.m. – 3:00 p.m.

[North Dakota Heritage Center](#)

612 East Boulevard Avenue
Bismarck, ND 58505

[Lecture Rooms A & B](#)

TIME	AGENDA ITEM	PRESENTER
9:30 a.m.	Call Meeting to Order – Welcome and Introductions	Dave Farnsworth / Michelle Kommer
9:45 a.m.	Administrative Matters – March 26, 2019 Minutes – WDC Structural Changes – WDC Feedback on Perkins (Federal CTE Funding) – Unemployment Insurance Update	Dave Farnsworth Michelle Kommer Wayde Sick Job Service Representative
10:30 a.m.	Legislative Re-Cap WDC Priorities 2019 and Beyond Discussion	Michelle Kommer / Representative Schreiber-Beck Michelle Kommer
11:15 a.m.	Break / Working Lunch	
11:45 a.m.	Occupational Licensing Grant Update – Alanna Wilson , Director of Public Relations and Government Affairs, The Knee Center for the Study of Occupational Regulation (CSOR)	
12:30 p.m.	Guest Presenters <i>Individuals doing innovative work to tackle workforce challenges to share ideas, thoughts and challenges:</i> – Adam Martin , Founder, F5 Project – Populations with Barriers – Wayde Sick , Director, ND Department of Career and Technical Education (CTE) – Technical Skills Gap	

- **Greg Tehven**, Executive Director, [Emerging Prairie \(Grand Farm\)](#) – Technical Skills Gap
- **Matthew Chaussee**, CEO, [Be More Colorful, LLC](#) – Technical Skills Gap
- **Don Morton**, Chairman, [NDUS Board of Higher Education](#) – Career Awareness
- **Patrick Mineer**, Founder and CEO, [Golden Path Solutions](#) – Career Awareness
- **Brian Opp**, Workforce Development Strategist, [University of Mary](#) - Workforce General

2:45 p.m.

Closing Remarks

- Next Steps

Michelle Kommer

3:00 p.m.

Adjourn

Dave Farnsworth

Minutes of the
WORKFORCE DEVELOPMENT COUNCIL

Tuesday, June 11, 2019

North Dakota Heritage Center
612 E Boulevard Avenue
Bismarck ND 58505

Dave Farnsworth opened the meeting at 9:30 am.

Members present: Pat Bertagnolli, Dave Farnsworth, Cindy Griffin, Tim Johnson, Perry Lubbers, Guy Moos, Don Shilling, Taya Spelhaug, Arnie Strebe, Randy Burckhard, Cindy Schreiber-Beck, Tony Grindberg, Jason Ehlert, Mark Hagerott, Michelle Kommer, Wayde Sick, James Upgren, Kasper Ziegler, Stan Schauer, Bryan Klipfel

Staff present: Tammy Barstad, Sherri Frieze

Guests: Don Morton, Patrick Mineer, Adam Martin, Brian Opp, Greg Tehven, Smita Garg, Alanna Wilson, Erica Thunder, Matthew Chaussee, Brian Saylor, Mike Derheim, Blaine Boheer, Brian Carrol, Loren Tschosik, Rick Gardner, Marilyn Warner, Mark Butland, Lisa Johnson, Matt Gardner, Kristi Hruby

It was moved by Kasper Ziegler, seconded by Cindy Schreiber-Beck, and carried on a voice vote to approve minutes from the March 26, 2019 Workforce Development Council.

Administrative Matters

Michelle provided an overview of the Workforce Development Council, its creation and composition. The structured membership of the council includes: 50%+ members representing business and industry, as well as legislators, elected local officials, state partners, and organized labor. The council exists to advise the governor and the state on responsible workforce strategies. Michelle will continue to guide the process of the council. Sherri Frieze will take over support of the council. The ND Department of Commerce will hire a director of workforce programs and projects who will coordinate activities and have a significant connection to this council.

Wayde reviewed requirements of Perkins (federal CTE funding). Perkins requires the Workforce Development Council to provide guidance for Perkins focus. Changes to the law include: changes in funding, introduces comprehensive local need assessment for local funding, allows funding for career exploration in middle grades, changes in accountability indicators, changes to the state plan development process emphasizing consultation with different groups including the governor's office. The state receives a little over \$5 million dollars. Funds go to schools for high school CTE programs, post-secondary programs in tribal and community colleges, and reserve funds. Reserve funds may be used for innovative ideas. Should we use reserve Perkins funds to support Workforce Development Council initiatives? Council members are asked to participate in a survey to provide guidance for Perkins funding in North Dakota.

Michelle referenced a letter received from the US Department of Labor indicating that unemployment insurance claimants fail to meet work search requirements. Mark Butland from unemployment insurance assured the council that North Dakota is meeting the target. Claimants in North Dakota are required to do rigorous work search. Lack of work search across the country is the number one contributor to overpayments to claimants. The process in North Dakota includes a review of reported

work search contacts and validation that the work search occurred. Dave suggested that the council send a response to the US Department of Labor thanking them for bringing this national problem to our attention. The council is confident North Dakota is meeting the standards.

Legislative Re-Cap WDC Priorities 2019 and Beyond Discussion

Michelle reviewed a few accomplishments relating to this council's recommendations:

- Commerce –
 - \$28 million new funding for Unmanned Aerial System Beyond Visual Line of Sight (UAS BVLOS) infrastructure
 - Operation Intern continuation - \$844,000 as well as \$950,000 carryover
 - \$500,000 for nonresident nurse employment recruitment
- CTE - \$1.15 million for new and expanding programs
- 21st Century Manufacturing Workforce Incentive - similar to the automation tax credit that had been removed in the prior session
- Military retirement - Income tax deduction for military retirement pay
- Skilled workforce education - \$3 million for student loan repayment program and \$3 million workforce scholarship program for high-demand professional and technical career paths and emerging occupations
- Military Spouse Occupational Licenses – provided support to allow military spouses to receive an occupational license
- Innovation Technology Fund - \$15 million to support technology advancement, turning research into intellectual property, which turns into companies, which turns into jobs
- New Jobs Training – expanded to allow contractors that operate and manage primary sector facilities to apply for it

Michelle mentioned the council is charged with providing recommendations to the governor and educating legislators.

Michelle asked Representative Cindy Schreiber-Beck to give her perspective on how the efforts of this council influenced the legislative session and what we can do differently next session. Cindy stressed the importance of a trusted champion for the messages that comes out of the workforce development council. Legislators rely on lobbyists for valid information. It's important to get in touch with new legislators, get to know them. Constituents in volume have an impact. Messages from various industries that carry the same message have an impact. Education and marketing are key pieces. Partnerships with industry receive important attention, especially when industry is willing to partner with funding. State agency collaboration generates attention when carrying the same message. Messages should include personal stories and examples (ex. looking for 200 employees and found 20).

Dave stated the council is a state entity and cannot lobby so members cannot lobby for the council. The council can educate legislators. Members as individuals can lobby representing their own industries.

In-Demand Occupations List

HB 1171 offers a scholarship and a loan repayment incentive for high demand professional and technical career paths. The current list is used for many different purposes: Wayde's group, K21, guidance counselors, Commerce, and others. The list is too broad for the purposes of HB 1171 and needs to be refined so that we can demonstrate the success on the investment the state has decided to make. A subcommittee will convene to refine the list. The framework needs to be built on data evidence and need. The goal is to have the list completed by July 1, 2019.

WIOA Set Aside Funds

The council is responsible to make recommendations to the governor on WIOA discretionary set aside funds. We want to focus on strategies to maximize the money. Bryan Klipfel shared that Vocational Rehabilitation and Job Service workforce centers, Devils Lake and Grand Forks, are now co-located within the workforce centers. Some of the set aside funds were used to remodel the offices for a citizen-focused approach in customer service for agencies that have a common mission of training and employment.

Bryan shared that last week Job Service held 2nd Chance Career Fairs in Grand Forks, Bismarck and Fargo. The event provides opportunities for individuals with addiction problems, convictions, out of the workforce for several years, or looking for a different opportunity. Around 25 employers attended at each site and around 400 job seekers attending overall. Employers expressed their appreciation, with one employer stating they had set up 17 interviews from the event.

Occupational Licensing Grant Update

Alanna Wilson presented a report from The Knee Center for the Study of Occupational Regulation at St Francis University in Pennsylvania. Year one of the three-year grant study and the work by the Knee Center ends on June 30. Phase 1 compared 8 high growth occupations in ND with designated comparison states. Findings show North Dakota falls in the middle. Fees and continuing education classes are be higher and more intensive for x-ray machine operators and occupational therapist assistants but lower for CNAs and paraprofessionals. Phase 2 compares whether states that lack a central bureau have more licensing boards than states with a central bureau. The final report will be provided the end of June.

Michelle led the discussion into the next steps. What's the best way from where we are to where we want to be? North Dakota is one of the only states that doesn't have some sort of overseeing agency. This issue has been designated as a priority by Governor Burgum and a priority for Commerce. Commerce will continue the study for the next two years.

Guest Presenters

Adam Martin – F5 Project – The project has 19 employees, 8 houses, and provide peer support to 60-70 ppl outside of those in housing as well. F5 is the functioning key on your keyboard, a refresh. The vision is to erase the past (as much as possible) and provide a refresh for these individuals. Individuals are dealing with mental health, addiction, situational trauma, and barriers for people coming out of prison. One of the biggest barriers is getting identification. Wouldn't it be great to have agencies that issue IDs do that for people before they are released from prison? Getting a job is a higher priority than housing, fewer people recidivate that have a job than those who have a place to live. Social enterprises - non-profit or for-profit. All Square (Minneapolis) created specifically for people coming out of prison. It's a 9-month program. Only 1 didn't complete the program. None went back to prison. Individuals are employed making \$18 per hour. A program likes this is a great way to create impact. Give people jobs that you might not normally give and watch your economy boom.

Wayde Sick – CTE – Technical Skills Gap – Maintained budget for Marketplace for Kids that provides entrepreneurial and career exploration activities. CTE is absorbing the North Dakota Center for Distance Education, a fully operating school through distance education. Having CDE expand as a broker of online classes, will provide opportunities to increase capacity of programs in rural areas and fill a niche for upper level gaps. Requests for \$800,000 in new and expanding program applications for 2019, programs must show industry support to apply so this demonstrating that CTE is exploding across the

state. SB2056 gives the electrical board authority to provide funds to a state agency to educate and encourage potential students into the electrical trade, an example of private industry providing funds to a state agency to market their program. The future of CTE is closer alignment with labor market needs to receive federal funding, closer alignment of secondary and postsecondary programs, redefining size scope and quality, and alignment of activities between CTE centers, TrainND and Adult Education.

Matthew Chaussee – Be More Colorful – We breakdown virtual reality's reclusive gamer stereotype by creating emotional connections between people and locations. Focus on making things educational, informational, and fun. There are virtual reality opportunities in career exposure/awareness and the technical skills gap. Using a "day in the life" video experience where you are living the occupation. By creating an experiential and authentic experience, you make an emotional connection that's powerful and effective. Unique experiences create an immersive and interactive involvement. 360-degree experiences can be effective using your phone or the internet, they aren't confined to using a headset. Imagine stepping into a virtual reality experience at a career fair. Their goal is to help people make decisions on where they want to work, live, and play. The technology is available right now to create sample career exploration applications that allows the user to jump into an experience to help select a career path.

Don Morton – NDUS Board of Higher Education – Bringing together academics, private sector and government is needed to bring things to scale. If you do things to scale, you can charge less. Most campuses are online, but online curriculum is tough to build and not easy to teach. Online is the future and a great revenue for the schools. 184 students are taking online classes from Western Governor's College. Udacity is a private company that partners with over 200 companies offering online specialized courses in IT that can be completed within a short time. These types of online courses compete against North Dakota schools. The Coalition for Career Development (white paper reinforces a lot of things in the WDC report) is devoted to making career development and readiness the central focus of American education. The US has the highest dropout rate of colleges and 1.4 trillion in student debt where only 25% graduate. Seven out of every 10 jobs require less than a 4-year degree. (requiring a certificate, credential or 2-year degree). The four-year college paradigm isn't working. Co-op education at Northeast university in Boston and Kettering University in Flint Michigan are two great examples of co-op education and work-based learning, a path forward that North Dakota needs to consider. Today's kids need to prepare for jobs that don't exist, using technology that doesn't exist to solve problems that don't exist. These are big challenges and our current system wasn't set up for these situations. We need effective career paths for every student to be career ready. The Committee of 10, back in 1892, established a core curriculum that is still used today (3 years of English, 3 years of math, etc.). Career readiness is not what you should be but what you can become. North Dakota needs to fully participate in these discussions to move forward.

Patrick Mineer – Golden Path Solutions – We have a really ambitious plan to help students in high school understand their skills and talents and potential career fits, and help employers build a future workforce more deliberately and in a methodical and scalable way. We want to do this using data as a foundation and connecting students and employers in a way that may not be possible today. Our plan is to build an application called Compass that builds the student's profile: the types of classes they take, grades, activities in and out of school, hobbies, interests and personalities. We want to simultaneously work with employers to determine their workforce needs: diesel techs, welders, nurses. What are the skills and talents they need? Then connect and match talents of willing students with the talent need of an employer. The employer would have influence over where student attends school and courses they might take in exchange for an internship and a job when the student graduates with a work agreement and tuition reimbursement. This system could help unlock talent that might never get discovered by companies. Success so far has resulted in 23 sponsorship opportunities in the Fargo/Moorhead area with 10 higher education institutions on board. The result is a structured connection between state workforce resources, education, and industry. We need investment partners to build the Compass application, state

partnership for school adoption, programs that incentivize companies to take advantage of this solution, advocacy at the WDC level to drive awareness. The grand vision is to help companies develop and exact talent and a base of skills that are needed, help every student find a career that matches unique talents and abilities, and to solve state challenges around workforce development, retention, and innovation.

Brian Opp – University of Mary – Workforce Development Strategies – In January The University of Mary launched a workforce initiative that ties in with the Workforce Development Council. Workforce shortage is not going away due to the amount of projected economic growth in immediate to near term and looming retirements in 5 to 10 years. We need to find a way for business communities to use current workforce resources. Those resources include solutions for leadership, conflict resolution, time management, communication and specific professional skills like project management, lean process improvement. We need to attack these skills gaps by partnering with private sector companies to provide tailored training, vertical training focusing on specific skills sets – the first one is project management. Career awareness is another area that will provide a hands-on experience and the University of Mary will hold a summer camp in Bismarck for high school students that includes 3 days of red-carpet tours at local business. The result will be students who are eager to be part of the community to improve workforce in ND. We want to be part of the cohesive way to broaden the impact and remove barriers for employers. Compensation is a key piece for retention, higher wages helps with higher retention. Employers may retain employees when employers identify skills needed and level up those skills in existing employees.

Greg Tehven – Emerging Prairie (Grand Farm) – There is an initiative to have the first fully autonomous farm here in North Dakota. Emerging Prairie exists to connect and celebrate the entrepreneurial ecosystem. What is one thing that we can do to improve the human condition both locally and beyond? What would it look like to create conditions for 100% autonomous farm? It would require robust ecosystem development, an innovative platform, a makerspace (test site on a farm), accelerated learning, and policy. Research shows there is a farm labor shortage, workforce skill gap. Emerging Prairie set up a 10- member steering committee who looked at what it would take to start on the accelerated learning piece. Mike Derheim has a proven model addressing labor shortages in software development in the twin cities. Prime Digital Academy was launched to address this shortage. Training is a bootcamp, bringing people who have an interest in technology with no formal skills and who don't work in the field already. The objective is to provide the base skills required by employers to get them into technology positions. The model has an 86% successful placement rate for entry level careers in software development. Since the focus is on employer needs, not on certification or a degree, the training is tailored directly to address those needs so employers are able to say yes when an applicant comes to their door. The demand is very high, and ROI is so strong, people are getting into positions with high salaries, so finding solutions of how to get people into the programs and get them trained is imperative. How do we bring something like that model to North Dakota and use it to try to build a program to address a skills gap that will be worse with Grand Farms? Blane Boheer is working with Prime to license their curriculum. Students are continuously adaptive, coming out of a 4-month training experience with skills that are tangible. Grand Farms is working with the Bank of North Dakota for financing. Next steps - launch the initiative, clarify partnership with Prime Digital Academy, begin student recruitment, build an advisory board, Build Out Bank of ND student financing pilot, and identify \$50,00 in support for startup costs. Goal is for 20 students per cohort (2 cohorts per year) with software focus, begin hardware course development, self-sustaining curriculum after year 1. It is a 6-month intensive program led by industry. Within 6 months, a person can transform their career beginning with the 6 weeks online, followed by 12 weeks on site training in Fargo.

Next Steps

An email will go out to members that will include a survey for CTE that will include some additional materials. Another survey will include questions to help refine the focus, and your interest on where you would like to spend your time and efforts to serve on subcommittees. The final survey will ask if you want to participate on a subcommittee to develop the in-demand occupations list.

Cindy shared how important it is to take the time to reflect on accomplishments. She is excited to see what this will look like 2 to 3 years in the future with all of the accomplishments as we move forward.

Dave thanked the members and guests for their energy, ideas and enthusiasm. The council wants to make an impact on workforce in North Dakota. We want businesses to be able to expand and people to be employed with the right skills.

Adjourn 3:11 pm It was moved by Jason Ehlert, seconded by Senator Burckhard, and carried on a voice vote to adjourn.