

**ANOKA COUNTY WORKFORCE DEVELOPMENT BOARD**

**Thursday, May 3, 2018  
7:30 A.M.**

**ANOKA COUNTY HUMAN SERVICE CENTER  
1201 89<sup>TH</sup> AVENUE NORTHEAST  
BLAINE, MN 55434  
SUITE 202**

**\* \* \* A G E N D A \* \* \***

- I. ROLL CALL**
  
- II. APPROVE ADOPTION OF THE AGENDA**
  
- III. APPROVE April 5, 2018 MEETING MINUTES (Attached)**
  
- IV. APPROVE ONE-STOP OPERATION RECOMMENDATION (Attached Summary) –  
WDB OSO Subcommittee and Lindsey Felgate, Anoka County Purchasing**
  
- V. APPROVE LOCAL PLAN AMENDMENTS FOR PUBLIC COMMENT AND  
SUBMISSION TO DEED (Attached Summary) – Nicole Swanson**
  
- VI. LEGISLATIVE UPDATE – Anne Kilzer, Executive Director, Minnesota Workforce  
Council Association**
  
- VII. FAIR CHANCE HIRING TOOLKIT – Jacquelyn Carpenter, Twin Cities R!SE**
  
- VIII. OTHER BUSINESS**
  - **Regional Updates**
  - **Grant Updates**

**INFORMATIONAL ITEMS:**

**March 2018 Unemployment Map  
Becoming CareerForce Website**

**WORKFORCE DEVELOPMENT BOARD MEETING  
ANOKA COUNTY  
April 5, 2018**

---

The Anoka County Workforce Development Board Meeting was called to order by Chair Barnes at 7:32 a.m.

**I. ROLL CALL**

**MEMBERS PRESENT:** Erik Aamoth, Pat Adams, Shirley Barnes, Elaina Bleifield, Lara Fatunbi, Terry Hart, Curt Jasper, Becky Johnson, Paul Johnson, Jessica Lipa, Julie Lundberg, Patrick McFarland, Jerry Miller, Jim Nimlos, Michael Thews, Erik Thorvig and Raymond Zeran

**NON-MEMBERS PRESENT:** Commissioner Julie Braastad, Julie Toskey, Jill Moe, Bridgett Backman, Michelle Trelstad, Brad Thiel, Tim O'Neill, and Nicole Swanson

**II. APPROVE ADOPTION OF THE AGENDA**

**MOTION** by Elaina Bleifield to adopt the agenda. Seconded by Jerry Miller.

**UPON A VOICE VOTE, ALL VOTING AYE, CHAIR BARNES DECLARED THE MOTION CARRIED UNANIMOUSLY**

**III. APPROVE March 1, 2018 MEETING MINUTES**

**MOTION** by Jerry Miller to approve the minutes as presented. Seconded by Elaina Bleifield.

**UPON A VOICE VOTE, ALL VOTING AYE, CHAIR BARNES DECLARED THE MOTION CARRIED UNANIMOUSLY**

**IV. APPROVE February 1, 2018 EXECUTIVE COMMITTEE MEETING MINUTES**

**MOTION** by Michael Thews to approve the minutes as presented. Seconded by Elaina Bleifield.

**UPON A VOICE VOTE, ALL VOTING AYE, CHAIR BARNES DECLARED THE MOTION CARRIED UNANIMOUSLY**

**V. APPROVE PROGRAM YEAR 2018 MINNESOTA YOUTH AND WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA) LOCAL YOUTH PLAN**

**Bridgett Backman** noted that this year is an update year so staff will comment what is working well and what should continue or change. The enrollment goals for last year have been met and the funding is on track. The plan will focus on partnerships to decrease high school dropout rates and racial disparities; prevent homelessness; and improve outcomes for ex-offenders, youth aging out of foster care and youth with disabilities. These partnerships include the YMCA,

Hope4Youth, Hope Place, Anoka County Juvenile Corrections, Anoka County Foster Care Unit, Vocational Rehabilitation Services, TRIO, Metro North Adult Basic Education, Job Corp, Stepping Stone Shelter and local secondary and alternative schools. The goal is to leverage resources and opportunities that help young people who have significant barriers to employment and/or youth who are under-served and under-represented in the workforce by empowering them to achieve job skills, expand knowledge and confidence resulting in educational, workplace and personal success. Staff also hopes to expand Career Pathway opportunities and are waiting to hear back on a grant to add a few new pathways offering easy on and off ramps.

**Nicole Swanson** added that PY2018 State negotiations will take place in May for the State programs for adults and youth and Deb Bahr-Helgen, Director of City of Minneapolis Employment and Training, will represent the metro area at these discussions.

**MOTION** by Elaina Bleifield to approve the Program Year 2018 Minnesota Youth and Workforce Innovation and Opportunity Act (WIOA) Local Youth Plan. Seconded by Terry Hart.

**UPON A VOICE VOTE, ALL VOTING AYE, CHAIR BARNES DECLARED THE MOTION CARRIED UNANIMOUSLY**

## **VI. 2018 TANF YOUTH INNOVATION PROJECT**

**Bridgett Backman** stated that this program would focus on teen parents ages 16-24 who receive cash benefits as well as younger youth in a MFIP household. The goal is to provide work experience and develop work experience opportunities. Youth would be employed 8-20+ hours per week and financial well-being workshops and career pathway information and career exploration opportunities will be offered. At the end of the program staff will assist participants update their resume and review job search basics and strategies.

**Jerry Miller** asked how many youth would be served on this program.

**Bridgett** replied that the project would serve 18-20 but there are approximately 400 eligible in Anoka County.

**Nicole** added that the local labor market and retail employment pays well so past participants could locate good paying jobs which stalled project outreach last year. This year we will look at placing participants at higher wages, focus on in-demand opportunities and connect them to Career Pathway information.

**Jerry** asked what companies employ 14-year old's.

**Bridgett** replied the YMCA and Anoka County have in the past. Working with younger youth transportation is sometimes an issue.

**Nicole** added that the younger youth require more support from staff.

**Jerry** asked if childcare for teen parents would be covered.

**Nicole** replied that it would be covered under TANF.

**Jim Nimlos** asked about the financial wellbeing workshops and if participants were required to attend.

**Bridgett** agreed that it is a great resource for the participants and they are strongly encouraged to attend; an incentive is available for attendees.

**MOTION** by Jim Nimlos to approve the 2018 TANF Youth Innovation Project. Seconded by Pat Adams.

**UPON A VOICE VOTE, ALL VOTING AYE, CHAIR BARNES DECLARED THE MOTION CARRIED UNANIMOUSLY**

## **VII. CAREERFORCE BRANDING and CAREERFORCE PLATFORM**

**Julie Toskey** shared the new CareerForce logo and noted that the logo was selected by a team of people and many were involved in focus groups, interviews and surveys. The reason for the rebrand is that people don't know who the WorkForce Center is or the services we offer. This will be a way to reconnect people to the workforce system and create a paradigm shift for people to move from something they "have to do" to something they "want to do". Our vision is to be 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. The functional benefits include financial stability for individuals, respected talent pool, better collaboration for greater innovation, community progress and economic growth for Minnesota. The emotional benefit is personal, professional and State pride. The brand position is to have a unified system driving prosperous outcomes for career seekers, employers, system partners and Minnesota.

**Nicole** added that on April 19 the metro area will be participating in a CareerForce culture training and most recent conversations on local branding seems to support our request to be called CareerForce Anoka County. Anoka-Hennepin School District and Metro North will also reference the new brand by saying "A proud partner of CareerForce Anoka County." CareerForce will go live October 1<sup>st</sup>.

**Jill Moe** presented the CareerForce Platform Online that will have a "no wrong door" approach and is designed to be a virtual convener of partnerships, programs, services and training resources. This new platform will be mobile friendly as most customers carry phones. A \$6M grant was awarded in September of 2015 to run for 4 years to create CareerForce online. Three vendors have been working on this platform; Portland Webworks, McDonald Blue and Neka Creative. There is a "three click" information goal so customers can find information quickly. Security is also important so people feel safe and secure using this website. Accessibility is another consideration to think about for customers and we wanted this to be barrier free. State Labor Exchange and LMI information will be included in this platform to provide data for customers like labor market wage per area, occupations in demand, skills and transferable skills. Resources for the youth program will provide information to get them to want to learn more. Community partners will be able to post information and be connected through the resources on the web. Information will go to the right audience. Not only will this system be easy to learn, easy to look at, and presented in a fashion that isn't stressful for people to get the information they need, it will also produce a user dashboard. This dashboard will help site users see what information they have accessed and compile it on one customized page. There will also be a referral platform to reach out to people to make connections to better serve customers. The

timeline is to launch by October 1st but the website may be able to be viewed in a sandbox setting by mid-July.

**Jim** asked what was being done to avoid issues such as MNLARS.

**Jill** replied that the vendor they are working with has created many websites like this.

**Jerry** suggested to set up a meeting to try out the new system before it goes live.

**Jill** replied that something could be set up in August or September.

**Nicole** said that a separate meeting could be set up in the computer lab.

**Jessica Lipa** thought it would be a great idea to test the website prior to launch and provide input to career counselors that refer students to this information. Their input and feedback would be helpful as they are doing the referrals.

**Julie T.** replied that there are workgroups available to be involved in this process.

## **VIII. CAREER and TECHNICAL EDUCATION UPDATE**

**Jessica Lipa** stated that in the fall of 2015 they took advantage of the Department of Ed and licensing situation. The Career and Tech Education (CTE) Levy expansion provided new, ongoing funds to be brought into the district. They proposed to district leaders and the school board to put funds directly back into Tech Ed. This was approved and Tech Ed and CTE joined together under the CTE umbrella. The current classrooms are outdated and do not meet the needs of the business and industry. As a result, it was decided to start one career field at a time starting with manufacturing because of the high demand in that area. A focus Advisory Board was developed and four monthly meetings were held. A successful internship program was developed and students are working in a high wage, high demand occupations with scholarships to Anoka Technical College. New courses were developed and more than 300 students participated in the first year. Equipment was purchased, class size was reduced and the schools are renovating spaces. Employers are involved and engaged. The next pathway is construction and we are currently in the middle of the curriculum review process. A house was built at Blaine High School by students who planned the house from the blueprint to building the house. This will be auctioned off this summer, overall 23 homes have been built and sold through this program. We are seeking recommendations, curriculum design, equipment input and professional development. Next year we will tackle Graphic Arts, Design, IT, Video, etc. There is a lot of support from local and industry partners to help make curriculum relevant in each area. This will offer better pathways for students to be placed in better careers.

**Jim** asked how they would keep up with the technology changes.

**Jessica** replied that they would have advisory board meetings annually.

**Bridgett** said that Ramsey County did something similar and students went into internships. Students experienced transformations in a short period of time that were very powerful.

---

**IX. OTHER BUSINESS**

**Tim O'Neill** provided a follow up from the March meeting. He stated the following:

- Populations for diversity and growth in industry sectors in manufacturing over the last five years employment went up and the vast employees were in minority populations.
- Educational attainment is pretty much the same as what the Board heard from Jessica.
- Tim will prepare a hand out to be sent to the Board.

**Nicole** provided the following updates:

- We were not selected for the Non-Trad Grant. This was a competitive process and \$1.0M was available which resulted in statewide requests of \$5.0M. Special thanks to our amazing staff wrote the grant and we had great support from employers and partners.
- Waiting to hear about Pathways to Prosperity, we submitted a request for \$650,000. DEED was going to offer a second round of funding but that will not happen because there is \$18M available and there was over \$30M in requests. Thank you to the grant writing team, partners and employers who helped with the grant application and provided support letters.
- The One-Stop Operator RFP closed March 29 and the committee meets tomorrow afternoon to review the information. There was one applicant.
- The Federal funding package was passed and the continuing resolution was resolved. A trillion dollars was funded and workforce development was supported very well. WIOA Adult and Youth received increases, SCSEP was level funded and ABE received an increase. We are now waiting for State allocations which can take 5-6 weeks. Training enrollments for WIOA Adult and Dislocated Worker programs, except Federal Cartridge and Trade Assistance Act (TAA) are currently on hold right now until additional allocations are received.

**Nicole** thanked Terry Hart's Kraus-Anderson team for their work on employer outreach for the Construction Summit on Wednesday, April 18<sup>th</sup> and Anoka Technical College for hosting the event. Special thanks to Krista for her outstanding assistance with logistic planning and marketing.

**Jim** asked how much the WorkForce Center would have to pay for the rebranding to the new CareerForce.

**Nicole** replied that they haven't heard the final details on that yet. The cost shouldn't be coming to the local areas but we will incur local costs for business cards, letterhead etc.

**ADJOURN**

**MOTION** by Michael Thews to adjourn. Seconded by Elaina Bleifield.

**UPON A VOICE VOTE, ALL VOTING AYE, CHAIR BARNES DECLARED THE MOTION CARRIED AND THE MEETING ADJOURNED AT 9:00 A.M.**



# Anoka County

## FINANCE & CENTRAL SERVICES DIVISION

Enriching Community | Quality Service | Financial Integrity

Finance

Central Services

General Operations

April 25, 2018

TO: Anoka County Workforce Development Board

FROM: Lindsey Felgate, Purchasing Manager

SUBJECT: Recommendation to Award the One Stop Operator Contract

Anoka County Purchasing in coordination with the Job Training Center obtained proposals for the WIOA One Stop Operator (OSO) on behalf of the Anoka County Workforce Development Board (WDB). After evaluation, the sub-committee recommends awarding the OSO contract to Anoka County Economic Assistance. The following is a summary of events:

In 2014, the Workforce Innovation and Opportunity Act (WIOA) reform was signed in to law and implemented in 2015. The reform while requiring strategic coordination of services and programs, also required competition for the OSO duties every four years.

In January 2017, while the Anoka County Workforce Development Area already had a strategic coordination of services and programs in place as a consortium, in efforts to comply with the new competition requirements of the law, a request for proposals was developed for the OSO duties.

DOL provided Training and Employment Guidance Letters (TEGLs) to government entities and continued to provide further guidance as new information became available. All new requirements were incorporated into the request for proposals. The initial procurement process resulted in two submissions. The submissions both evaluated. One proposal met the needs of the WDB. The other submission was a regional concept rather than for the Anoka County Workforce Development Area. The WDB proceeded to award the submission to the responder who most closely met the needs of the WDB, Anoka County Economic Assistance. Negotiations pursued between the parties for a memo of understanding (MOU) to be in place per the law's timeline requirement.

In June, 2017, before negotiations were complete, a desk audit was carried out by the DOL to review the request for proposals and procurement procedures. Verbal feedback of the audit was provided that the request for proposals and procurement procedures were sufficient. The MOU was executed with a July 1, 2017 effective date.



# Anoka County

## FINANCE & CENTRAL SERVICES DIVISION

Enriching Community | Quality Service | Financial Integrity

Finance

Central Services

General Operations

On July 28, 2017, the DOL provided official written feedback regarding their desk audit suggesting that the request for proposals may not have been fair and open. They suggested that when one submission is received, this can point to an overly restrictive process. This request for proposal resulted in two submissions. The DOL recommendation was to alter the request for proposals to accommodate more fair and open competition language.

In December 2017, after further deliberation on the need to go back out for competitive proposals and meet the requirements of the law, a new request for proposals was drafted and the altered language to promote a more fair and open process was presented to the WDB.

In February 2018, the request for proposals was released and publicized as before on the DEED's MN.gov website, Anoka County's solicitation website, PublicPurchase.com, and printed in the ECM Publisher's Inc Newspaper. In

April 2018, the request for proposals resulted in one submission, Anoka County Economic Assistance, the current OSO. The proposal was evaluated and the consensus and scores overall of the evaluation sub-committee thought the current OSO's (Anoka County Economic Assistance) proposal met the needs of the request for proposal and recommended to move forward with the current OSO.

The Anoka County Attorney's Office was consulted regarding the competitive requirements of the law and the process of procurement taken to this point. The position was that the procurement was amended for language to provide more open competition as requested per the audit and resolicited. Attorney's position was to move forward with the recommended submission to continue being effective in serving our clients.

In conclusion, Anoka County Purchasing and the evaluation sub-committee recommends awarding the OSO contract to Anoka County Economic Assistance. The agreement will commence on July 1, 2018 and shall continue until June 30, 2019 at which time the agreement may be automatically renewed for successive one-year terms beginning Jul 1, 2019 through June 30, 2022.

# **Annual Local Unified Plan Program Years 2018-2019 Anoka County Workforce Service Area (#12)**

## **BACKGROUND**

The Anoka County Workforce Development Board last approved the Local Unified Plan in April 2016 for the 2016-2017 program years which was approved by the Department of Employment and Economic Development (DEED). DEED has requested an update to all Local Plans which are due to DEED by May 31, 2018. To allow sufficient time for the public notice requirement, an extension has been requested and granted with a new submission date of June 11, 2018. As required, a legal notice will be published in the ECM Publications on May 4, 2018, making the public aware that the plan is posted on the Anoka County Job Training Center website and will remain open for 30 days for public comment. The final plan will be presented to the Workforce Development Board at the June 7, 2018 meeting and will be submitted to DEED June 11, 2018.

In an update year, DEED asks that Local Unified plans are reviewed and updates are included to reflect current services, partnerships and local/regional/state collaborations. To meet this request a review of the last plan was performed by staff in consultation with WorkForce System partners which include, Job Training Center staff, Adult Basic Education, Wagner-Peyser, Vocational Rehabilitation, Higher-Education partners and several community based organizations resulting with minimal updates with partners but expanded language related to local and regional planning.

## **PLAN REQUIREMENTS**

The Local Plan is essentially a plan that highlights the economic trends, workforce needs of businesses and the skills sets of workers and job seekers will need for in demand occupations. An approved local plan is also a requirement for the Local Workforce Development Area (LWDA) to receive funding under WIOA Adult and Dislocated Worker Programs and the State Dislocated Worker Program. The local plan has been referred to as the “plan to plan” and is to be coordinated with the regional plan which Anoka County is part of the seven-county Metro Region, referred to as Region 4. The regional plan is also under review and is undergoing a similar update process. Region 4 has a newly expanded board referred to as the Greater Metropolitan Workforce Council (GMWC). The goal is that Local and Regional plans align with the strategic vision set by the Governor and the Governor’s Workforce Development Board (GWDB) which has submitted updates to the State plan to the Department of Labor in April 2018.

## **Summary of PY 2018-2019 Local Plan Updates**

This local plan covers the period of July 1, 2018 – June 30, 2019. The items below were identified as the notable changes for the upcoming 2018-2019 program years.

### **One-Stop Operator**

The Anoka County Economic Assistance Department that provides TANF economic services was selected as the One-Stop Operator (OSO) through a competitive RFP Process approved at the June 2017 Workforce Development Board meeting. In early 2018, the Anoka County WDB was notified of the need to terminate the OSO contract with the existing OSO and reissue a new RFP to include an estimated value of OSO services. The WDB OSO Subcommittee is providing a recommendation to the Board at the May 3, 2018 meeting and a new OSO contract will be in place by June 30, 2018.

### **WIOA/TANF/SNAP Integration**

Senior Vocational Counselors and Career Pathway Navigators intentionally work across all programs (WIOA, State Dislocated and Youth, TANF and SNAP) to assist customers in connecting to career pathways, skill training and higher educational credentials, work experience and employment opportunities to assist families and individuals achieve economic prosperity.

### **Equity Program Supports for Communities of Color and People with Disabilities**

Partnerships with Minneapolis Urban League and Minneapolis American Indian Center continue to be integrated into program service structure and provide resources to the community we serve. Available staff, referrals and culturally centered services provide the community and WorkForce Center imperative resources to meet the needs of those we serve resulting in reduced disparities and increased opportunities.

### **New Workforce Development System Branding and Platform**

Effective October 1, 2018, CareerForce will be used as the new name for the workforce development system we have known as the WorkForce Center statewide. Planning is underway for this major branding change and will include all WorkForce Center partners. The new brand will also include an online virtual one-stop system called the CareerForce Platform. This Platform is in the early stages of development and will also be in place by October 1, 2018. The intention of the Platform is to connect job seekers, career seekers, workforce development system users and employers to statewide, regional and local resources by one centralized system.

### **Participation in Regional Planning/Collaboration**

Upcoming Regional collaboration includes the Sector Academy sponsored by the GMWC and facilitated by the Corporation for a Skilled Workforce and the Aspen Institute. The purpose of launching this academy is to facilitate sector partnership learning and planning sessions for up to 30 workforce development and private sector professionals representing the Construction, IT, Manufacturing, Government, Business & Finance services and the Health Care Industry. An application process is concluding and the GMWC will be approving applications to participate in the year-long Academy which launches in May 2018.





Access the intranet page via this link "[becomingcareerforce.com](https://becomingcareerforce.com)".

Page navigation includes:

- **HOME**: CareerForce manifesto, leadership and brand **ambassador** messages, link to the brand ambassador directory
- **BACKGROUND**: rebranding rationale, history at-a-glance
- **BRAND**: logo/rationale, brand strategy, brand blueprint, key messaging
- **IMPLEMENTATION**: strategic brand tools, 2018 brand plans, a library of materials
- **ONLINE**: a brief overview, collaborative work groups, key components
- **COMMUNICATIONS**: link to brand ambassador directory, FAQs, brand ambassador contact form

Since we are the voice of **CareerForce**, we need to energize, inform, engage, and excite our teams.

Here is how to access the site:

- URL: [becomingcareerforce.com](https://becomingcareerforce.com)
- Username: cfstakeholder
- Password: prosperityforall

***The brand is more than just a logo or a name. It's our promise. It's our reputation. It's our opportunity to be known as the only unified system driving prosperous outcomes for career seekers, employers, system partners and Minnesota.***