

# Headwaters Employer Workforce Summit:

## Strategies for Attracting and Retaining Skilled Employees



### Resource Speed Round

#### ➤ CareerForce

Workforce Impact: Brian Ophus | RMCEP: Billie Jo Greene  
DEED: Angele Hartell

#### ➤ Bemidji Career Academies: Brian Stefanich

#### ➤ Face it Together: Amber Whelan, Leigh Torgerson

#### ➤ Greater Bemidji/Minnesota Innovation Initiative: Robin Larson

#### ➤ Headwaters Reg. Economic Dev. Commission: Ryan Zemek, Bryan McCoy

#### ➤ Heartland Lakes Development Commission: Mary Thompson

#### ➤ Lutheran Social Service: Mike Ouellette

#### ➤ NW MN Foundation: Karen White

#### ➤ Support Within Reach: Caroline Larson

# Employment and Training

In 2019, DEED and its workforce system partners across the state have been transitioning to CareerForce, a unified new brand that is Minnesota's career development and talent matching resource.





The state's principal economic development agency. DEED programs promote business recruitment, expansion and retention; international trade; workforce development; and community development.

**Angele Hartell, Workforce Strategy Consultant:**

- Assist key stakeholders in the successful implementation of regional plan
- Leverage expertise in industry sector workforce development strategies
- Connect key stakeholders to workforce development resources
- Support businesses in developing strategic workforce solutions

## **Services that connect employers to workers of all skills and backgrounds**

- Nearly 50 CareerForce locations – your “talent pool” and connection to career seekers: recruit vets, former offenders, youth, adult career changers, under-employed, individuals with disabilities
- No cost online talent matching with minnesotaworks.net (post jobs, search resumes, actively recruit)
- Labor market information: use data to align wages and stay competitive
- Grants for expanding businesses for training
- Tax credits for hiring eligible individuals
- Business publications and guidebooks free of charge (e.g., employment law, use of social media)

# Learn more about DEED

- Visit our website – [mn.gov/deed](http://mn.gov/deed)
- Subscribe to email updates
- Follow DEED on Facebook and Twitter



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[mn.gov/deed/](http://mn.gov/deed/)

# Rural Minnesota CEP

is an entity within CareerForce.

Presenter: Billie Jo Greene Team Leader at Rural Minnesota CEP

- MinnesotaWorks.net is a great place to post your jobs. Our office can assist you with this process.
- Work Experience Training for our enrolled clients.
- On The Job Training (OJT) for our enrolled clients.
- On-Site Career Lab: For job seekers to use laptops for job search, creating a resume, or look at our job boards.
- Employer of the Day: Conference rooms available.
- Open to the public Monday through Friday 8am to 4:30pm at 2300 24<sup>th</sup> Street NW, Suite 106, Bemidji MN 56601
- Learn more at [www.rmcep.com](http://www.rmcep.com) or [www.CareerForceMN.com](http://www.CareerForceMN.com)



For over fifty years Rural Minnesota CEP has been committed to improving the lives of people in Minnesota. We exist to serve people of all ages to prepare for employment opportunities. We service nineteen counties out of our eight office locations.

Visit [www.rmcep.com](http://www.rmcep.com) to see all of the great things we do for the general public and our enrolled clients.

Proud partner of CareerForce; services are also promoted statewide on [www.CareerForceMN.com](http://www.CareerForceMN.com) and associated with [www.MinnestoaWorks.net](http://www.MinnestoaWorks.net) where employers can post their job openings for free.

Questions? Feel free to call our office in Bemidji at (218) 444-0732 and speak to our experienced staff that answer the phone directly.



**Beltrami County Workforce Impact**  
**Brian Ophus**  
**Health and Human Services Program Manager**



- ✓ EMPLOYMENT NAVIGATOR ON SITE – KELLI CARLSON
- ✓ CONFERENCE ROOMS AND PRIVATE INTERVIEW OFFICES AVAILABLE
- ✓ CAREERFORCE CAREER LAB
- ✓ CAREERFORCEMN.COM WORKSHOPS
- ✓ MINNESOTAWORKS.NET FACILITATOR FOR JOB SEEKERS AND EMPLOYERS





## Supported Work

- Supported work agreements are designed to assist people in learning skills and behaviors that prepare them for jobs in today's workforce
- These temporary agreements are 3 – 6 months
- Workforce Impact has collaborated with over 30 businesses in Beltrami County

\*Programs are based on Eligibility

## On-The-Job Training (OJT)

- On The Job Training agreements are a hire first program that provide information and direction for the implementation of Workforce Impact funded training within the company
- These agreements are 3 – 6 months during the training period

\*Programs are based on Eligibility

# Bemidji Career Academies

## What are Bemidji Career Academies?

Bemidji Career Academies are the student pathway to careers; including a set of existing high school courses, possible post-secondary courses, and real-world experiences *through a business partnership*.

Each academy has a high school lead staff member and a community partner expert who collaborate together.





# Bemidji Career Academies Workplace Connection

- Career Fair Experience
- Business and Industry Tours
- Speakers in the Classroom
- Career Spotlight Videos
- Community Experts Panels
- Job Shadowing – Internships – Apprenticeships
- CEO in the Classroom





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[bemidjicareeracademies.com](http://bemidjicareeracademies.com)

- Mechatronics
- Business Management
- Light, Sounds, & Video
- Construction Trades
- Project Lead the Way Pre-Engineering
- Health Careers
- Aerospace Technology
- Natural Resources Management
- Child Care & Education
- Information Technology
- Art & Design
- Automotive Technology
- Entrepreneur
- Culinary Arts
- Law Enforcement
- Agriculture
- Leadership
- Fire & Rescue

Business/industry partners can engage with students by opening their doors to provide "real world" experiences to job shadow, intern, or work and build relationships – which may lead to future opportunities for our students to live, work and raise their families in *Greater Bemidji* for years to come!



# Impact of Addiction- US

- 23 million people in our country suffer from addiction to drugs and alcohol
  - 10% of the population (12 and older)
  - 70% are employed
- For every 1 addicted person, 3-4 additional lives affected
- 1 in 4 children are affected firsthand
- 75% never get well
- Costs employers approx. \$200 billion/yr



# How We Effect Change

- Addiction Management Support Services
- Resource Hub
- Awareness & Advocacy
- Reduce the Shame & Stigma
- Support services & Community Events



Amber Whelan

Leigh Torgerson

(218) 444-9494

408 Beltrami Ave Suite 100

[www.wefaceittogether.org](http://www.wefaceittogether.org)

Thank You for Your Time Today



## GREATER BEMIDJI

Four key areas of focus:

- (1) growing, attracting and retaining talent;
- (2) supporting entrepreneurs;
- (3) promoting the region as a great place to live, work and grow a business; and
- (4) improving the region's business climate.

Examples of how we support new and expanding businesses in the region:

- **1-2-3 Start-Up**- A guide to starting or expanding a business here, along with a commitment to work with you to navigate the system;
- **Minnesota Innovation Institute**- Greater Bemidji's own training center focused on meeting the talent needs of the region's current and future employers; and
- **LaunchPad**- Greater Bemidji's work to make the region the #1 start-up community in the Upper Midwest.

# For More Information

- Dave Hengel                      Business Start Up and Expansions
- Erin Echternach                Childcare Program
- Mary Eaton                      Minnesota Innovation Initiative
- Tiffany Fettig                    LaunchPad

**GREATER BEMIDJI**  
**101 1<sup>st</sup> Street - Suite 102**  
**Bemidji MN 56601**  
**218.444.5757**



# HEADWATERS

Regional Development Commission

*Leading the Way*

- The Headwaters Regional Development Commission (HRDC) is a regional planning and development organization that serves local governments, development organizations, community leaders, and others in the five counties of Beltrami, Clearwater, Hubbard, Lake of the Woods, and Mahnomen in north central Minnesota.
- HRDC staff works cooperatively with economic development and community development partners in the creation of new jobs by providing general planning guidance, technical assistance for specific projects and services to partners.
- Our primary direct service to businesses is through our revolving loan fund (RLF). The HRDC's RLF provides "gap" financing to new and expanding businesses, and supporting and coordinating projects with private lenders and other economic development assistance providers.

- HRDC committed to address transportation issues within the region and develop solutions
- Many people and organizations in the region say a lack of reliable transportation is a major barrier to employment or getting employees.
- Regional Transportation Advisory Group being formed with one focus on workforce transportation to identify issues and projects. Advisory group led by a mobility manager/transportation planner to oversee implementation.
- Potential solutions include company rideshares, shared vehicles, or partnering with transportation organizations

Bryan McCoy -Transportation Planner  
[bmccoy@hrdc.org](mailto:bmccoy@hrdc.org) Office: 218-333-6545

# Heartland Lakes Development Commission

(formerly Hubbard County Regional Economic Development Commission)



- Heartland Lakes Development Commission seeks to be the center of innovation, economic growth and support a culture of entrepreneurship in the region by enhancing and leveraging Hubbard County's unique assets. Providing valued programs, resources and leadership while maintaining our small community charm.

# Heartland Lakes Development Commission

(formerly Hubbard County Regional Economic Development Commission)



- HLDC works with the a variety of organizations to develop innovative approaches to respond to the various concerns that are hampering economic propriety for the County.
- HLDC locally sponsors the SCORE program, which provides small business mentoring in a variety of useful topics.

Mary Thompson, Executive Director

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218-368-7980



**Lutheran  
Social Service**  
of Minnesota

**Mike Ouellette**

# Benefits of hiring people with disabilities

- Gives you talented employees that are ready and willing to work
- The average accommodation costs less than \$500 and earns an average return of \$28.69 per dollar invested
- Reduce hiring and training costs—retention rates among people with disabilities are higher than average
- Diversifies your workforce by adding new ideas and viewpoints
- Tax credits, including Work Opportunity Credit
- People with disabilities, their families, friends, and associates represent a trillion dollar market segment that prefers purchasing goods from businesses that support them





**Lutheran  
Social Service**  
of Minnesota

## **Mike Ouellette**

Employment Specialist

LSS Employment First Services

[mike.ouellette@lssmn.org](mailto:mike.ouellette@lssmn.org)

218-838-6656

*Serving Bemidji and surrounding area;  
Beltrami, Cass and Hubbard counties*



Deeply rooted in the communities we serve, we are driven by an all-encompassing purpose: *building better lives*.

In the second quarter of 2018, there were more than **3,400 vacant jobs** in Northwest Minnesota, according to DEED.

The Northwest Minnesota Foundation believes that conditions must be favorable to attract and retain the highly talented workforce clearly needed by our region's employers. These conditions are greatly affected by the availability of **child care** and **housing**.

Karen White    [karenw@nwmf.org](mailto:karenw@nwmf.org)    218-759-2057



- Grow the Capacity of Quality Child Care
- Workforce Housing
- IMPACT 20/20





*To reduce the impact and harm of sexual violence in the communities we serve.*



# Programs and Services

## **Victim Support & Advocacy Program**

- All services are free and confidential – unless mandated reporting is required. SWR staff/volunteers are mandated reporters for children.
- We provide services to women, children, men who have been affected by sexual violence.
- 24 hr crisis line
- Crisis Intervention, safety planning, risk assessment, follow up support, case management
- Provide information about all options available
- Referrals to community programs/services
- Personal advocacy/financial assistance
- Assistance in making a police report and ongoing support throughout that process
- Support & advocacy during medical exams/forensic interview
- Support & advocacy through criminal court process
- Assistance obtaining protection orders.
- Support Groups

# Contact Information



- **Aitkin**
  - 312 Minnesota Ave. N, Suite 2009, Aitkin, MN 56431
  - (218) 927-6226
  - (866) 747-5008
- **Bagley**
  - (218) 694-2210
  - (800) 708-2727
- **Bemidji**
  - 900 Bemidji Ave N Suite 13, Bemidji, MN 56601
  - (218) 444-9524
  - (800) 708-2727
- **Grand Rapids**
  - 9 Willow Lane., Grand Rapids, MN 55744
  - (218) 326-5008
  - (866) 747-5008
- **Park Rapids**
  - 323 Main Ave S, Park Rapids, MN 56470
  - (218) 237-0300
  - (800) 708-2727
- **Walker**
  - 609 MN Avenue West, Walker, MN 56484
  - (218) 547-4892
  - (800) 708-2727