Tapping Into Today’s Workforce

Understanding and responding to needs of TODAY'S workforce
Workforce Strategy Consultants

- Assist employers in increasing the number of applicants and new hires
- Offer employer tools to assist them in reviewing and enhancing their current training programs
- Enhance Diversity, Equity and Inclusion (DEI) within their workplace
- Develop programs that help employers be recognized as an employer of choice in their industry

Jacqueline Buck
Jacqueline.Buck@state.mn.us
Director, Workforce Strategy
What's Ahead

• Learn about diversity, equity, and inclusion efforts in NW MN
• What is a "family friendly" workplace and how do you become one
• Attracting and retaining a diverse workforce
• Understanding your company's culture and the importance of employee engagement
• Impact of social media and community partnership
Barriers to Employment

- Mental health
- Addiction
- Unwelcoming workplaces/ communities
- Criminal history
- GED/English Language
- Employment for spouse
- Transportation

- Driver's license
- Daycare
- Housing prices/availability
- Domestic violence
- Hidden bias
- Welfare "cliff"
- Unemployment

- Underemployment
- Skills gap
- COVID
- Civil Unrest
- Family Needs
  - Aging parents
  - School aged children
  - Immune compromised

6/8/2021 CareerForceMN.com
Today's Workforce Needs

<table>
<thead>
<tr>
<th>Flexibility</th>
<th>Inclusivity</th>
<th>Skill Development</th>
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</thead>
<tbody>
<tr>
<td>Relationship</td>
<td>Connection</td>
<td>Remote</td>
</tr>
<tr>
<td>Opportunity Driven</td>
<td>Desire Purpose</td>
<td>Competitive</td>
</tr>
<tr>
<td>Options</td>
<td>Work/Life Balance</td>
<td>Family Centered</td>
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</table>
## Minnesota Race & Ethnicity Projections

<table>
<thead>
<tr>
<th>Population</th>
<th>2018</th>
<th>2028</th>
<th>2038</th>
<th>2048</th>
<th>Numeric</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>5,611,179</td>
<td>5,971,790</td>
<td>6,245,661</td>
<td>6,431,506</td>
<td>+634,482</td>
<td>+11.3%</td>
</tr>
<tr>
<td>White, Non-Hispanic</td>
<td>4,459,268</td>
<td>4,472,424</td>
<td>4,386,920</td>
<td>4,215,298</td>
<td>-72,348</td>
<td>-1.6%</td>
</tr>
<tr>
<td>Black or African American, Non-Hispanic</td>
<td>367,582</td>
<td>500,131</td>
<td>641,439</td>
<td>785,012</td>
<td>+273,857</td>
<td>+74.5%</td>
</tr>
<tr>
<td>American Indian or Alaska Native, Non-Hispanic</td>
<td>59,933</td>
<td>64,634</td>
<td>67,881</td>
<td>69,685</td>
<td>+7,948</td>
<td>+13.3%</td>
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<tr>
<td>Asian or other Pacific Islander, Non-Hispanic</td>
<td>287,834</td>
<td>385,583</td>
<td>487,305</td>
<td>590,971</td>
<td>+199,471</td>
<td>+69.3%</td>
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<tr>
<td>Two or More Races, Non-Hispanic</td>
<td>127,279</td>
<td>164,015</td>
<td>201,786</td>
<td>239,054</td>
<td>+74,507</td>
<td>+58.5%</td>
</tr>
<tr>
<td>Hispanic, of any race</td>
<td>309,283</td>
<td>385,003</td>
<td>460,330</td>
<td>531,486</td>
<td>+151,047</td>
<td>+48.8%</td>
</tr>
<tr>
<td>Age Cohort</td>
<td>Minnesota Population Estimate/Projection</td>
<td>2018</td>
<td>2028</td>
<td>2038</td>
<td>2048</td>
<td>Numeric</td>
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<td>6,431,506</td>
<td>+634,482</td>
</tr>
<tr>
<td>0 to 14 years</td>
<td></td>
<td>1,086,377</td>
<td>1,132,018</td>
<td>1,175,043</td>
<td>1,211,743</td>
<td>+88,666</td>
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<tr>
<td>15 to 24 years</td>
<td></td>
<td>717,874</td>
<td>747,449</td>
<td>773,888</td>
<td>800,480</td>
<td>+56,014</td>
</tr>
<tr>
<td>25 to 34 years</td>
<td></td>
<td>760,925</td>
<td>773,745</td>
<td>809,009</td>
<td>836,557</td>
<td>+48,084</td>
</tr>
<tr>
<td>35 to 44 years</td>
<td></td>
<td>710,265</td>
<td>791,437</td>
<td>806,340</td>
<td>836,023</td>
<td>+96,075</td>
</tr>
<tr>
<td>45 to 54 years</td>
<td></td>
<td>691,491</td>
<td>694,485</td>
<td>771,118</td>
<td>781,936</td>
<td>+79,627</td>
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<tr>
<td>55 to 64 years</td>
<td></td>
<td>754,445</td>
<td>643,428</td>
<td>645,838</td>
<td>712,344</td>
<td>-108,607</td>
</tr>
<tr>
<td>65 to 74 years</td>
<td></td>
<td>510,180</td>
<td>651,726</td>
<td>554,081</td>
<td>553,960</td>
<td>+43,901</td>
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<tr>
<td>75 years and over</td>
<td></td>
<td>379,622</td>
<td>537,502</td>
<td>710,344</td>
<td>698,463</td>
<td>+330,722</td>
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</tbody>
</table>
Chat Box:
How are you engaging with today's workforce?
Chet Bodin
Workforce Strategy Consultant

• Focus on Inclusive Workforce Development
• Industries: Manufacturing, Healthcare, and Education
## Regional Turnover Rates

<table>
<thead>
<tr>
<th>Race or Ethnicity</th>
<th>Total Hires*</th>
<th>Turnover Rate**</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2009</td>
<td>2019</td>
</tr>
<tr>
<td>White or Caucasian</td>
<td>25,637</td>
<td>31,480</td>
</tr>
<tr>
<td>Black or African American</td>
<td>363</td>
<td>1,329</td>
</tr>
<tr>
<td>American Indian &amp; Alaskan</td>
<td>1,212</td>
<td>1,592</td>
</tr>
<tr>
<td>Asian or Other Pacific Islander</td>
<td>312</td>
<td>495</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>484</td>
<td>897</td>
</tr>
<tr>
<td>Hispanic or Latino*</td>
<td>987</td>
<td>1,839</td>
</tr>
</tbody>
</table>

*yearly average of total hires per quarter
**yearly average of quarterly turnover

Source: US Census Bureau, Quarterly Workforce Indicators
I-WE Goal:

To reduce disparities and raise awareness of the value of and methods for increasing diversity by creating a designation to recognize and promote inclusive employers
I-WE Criteria

1. Express a commitment to an inclusive workplace in their stated values, mission or policies.

2. Assess how diversity, equity and inclusion influence their work and culture.

3. Provide diversity, equity and inclusion education for staff and leadership.

4. Allocate resources to support and sustain an inclusive and equitable workplace.
I-WE Designation Pathway

The Inclusive Workforce Employer Designation Pathway

- **Welcome Form**
  - Employer Onboarding

- **Initial Consultation**
  - DEED Workforce Consultant

- **Inclusive Workforce Development**
  - Company Leadership / HR

- **Meet with CWIC**

- **Apply Feedback**

- **Apply for Recognition!**
  - I-WE Designation Survey

- **Framework for Inclusive Workforce Development**
- **Resource Recommendations rather than requirements**
- **Applications reviewed by CWIC and approved by Regional Workforce Alliance**
Community Workforce Inclusion Council (CWIC)

**Short Term Benefits**
- A starting place and a path to follow
- A support system of local community leaders
- Increase in knowledge of and comfort with 'others'
- Increase in personal soft skill development: Empathy, compassion, active listening.

**Long Term Benefits**
- Increase the size of your applicant pool when hiring
- Increase the diversity of your workforce
- Positive work environment that leads to greater soft skill development
- Employee retention and referrals
- Increase your consumer or supplier market
Shawn Herhusky
Workforce Strategy Consultant

• Focus on talent attraction, recruitment, and retention; childcare; rural growth

• Industries: Construction & Health Care
One program in development in Northeast Minnesota focusing on promoting “family friendly” employers to those who left the workforce due to family or childcare concerns.

The Family Friendly designation helps match employers with those who have young children, older adults in their care, or youth workers.

This project is a collaboration between The Laurentian Chamber of Commerce, Chisholm Chamber of Commerce, Hibbing Chamber of Commerce, Iron Range Tourism Bureau, and DEED.
The reason we invested in creating this program is multifaceted:

In nearly 80% of Minnesota families, all parents work, and child care issues are the primary cause of absenteeism among American workers. (ruralmn.org)

During the pandemic “Labor force participation among mothers with young children dropped 11.1 percentage points in Minnesota... compared with 3.7 percentage points over the same period nationally...” (Minneapolis Federal Reserve)

More than 1 in 5 Americans care for someone who is injured, ailing or aging. (American Red Cross)
The project creates a special designation and badge for each family friendly business criteria, and a special listing for the employer on the regional talent attraction site HelloIronRange.com

- **Family Friendly** – An employer who meets certain criteria including flexible shifts, remote work that is flexible, or a shift between 9-3
- **Family Benefits** – A company offering benefits such as comprehensive insurance, paid time off, a living wage, and more
- **Youth employers** – jobs that meet specific criteria making them ideal for school age youth
Adesewa Adesiji
Workforce Strategy Consultant

- Increasing BIPOC (Black, Indigenous and People of Color) representation in today's and tomorrow's Workforce
- Industries: Manufacturing, Healthcare, Information Technology
Diversity, Equity & Inclusion

• Face of Minnesota becoming more diversified

• 2018 – 2038 Population Projections in Minnesota
  • Population in Minnesota will increase by 11.3%
  • Black/African American 74.5%
  • Asian/Other Pacific Islander 69.3%
  • 2 or More Races 58.5%
  • Latinx Any Race 48.8%
  • American Indian/Alaska Native Non-Hispanic 13.3%
  • White Non-Hispanic –1.6%
Diversity, Equity & Inclusion

• 2018 – 2038 Age Projections in Minnesota

  • 0 to 14 years – 8.2%
  • 15 to 24 years – 7.8%
  • 25 to 34 years – 6.3%
  • 35 to 44 years – 13.5%
  • 45 to 54 years – 11.5%
  • 55 to 64 years – -14.4%
  • 65 to 74 years – 8.6%
  • 75 years and over – 87.1%
Diversity, Equity & Inclusion

• Diversity + Equity + Inclusion = Sense of Belonging

• Workforce Strategy Consultant process: Assess, Consult, Develop

• Ideas and strategies
  • Conduct internal audits – organization’s workforce climate
  • Modifying recruitment plan for target group(s) – no two groups are the same
  • Strengthen communication between staff and leadership – committee participation
  • Increasing staff involvement throughout hiring process and policy development
  • Mentor/Mentee program – career development

• Presentations and workshops tailored to your organization
Minorities in Manufacturing (MiM) Pilot Project

• Increase percentage of BIPOC and other diverse talent pools in the manufacturing industry

• Strengthen outreach to BIPOC and diversified community organizations
  • Connect with parents, schools, job seekers and community leaders
  • Focus on creating, reskilling and upskilling future workforce talent
  • Grow diversification of applicants and hiring

• Partnering with industry associations

• Length will vary between 6 months to 2 years
  • Entry and career development
  • Entrepreneurship

6/8/2021
Diversity, Equity & Inclusion

Looking Inward

1. Does the community know who you are and what you do?

2. Does your job descriptions send the message of your organization being an inclusive and welcoming environment?

3. Does leadership mirror the demographics of your staff?

4. Are there fears or concerns with developing a DEI action plan?
Della Ludwig
Workforce Strategy Consultant

• 25+ Years of HR Experience
• Focus on Recruiting, Training & Retention through Diversifying the Workforce
• Industries: Manufacturing & Health Care
Company Culture

- Survey your employees biennially
- Audit your staff representation and strengthen diversity
- Measure employee turnover and examine reasons for it
- Evaluate Mission, Vision and Values
- Google your business and respond to company reviews on Indeed and other sites
- Review and intensify your recruitment and onboarding efforts
- Treat every job seeker and employee like your best client
Company Ideas

- Build a "resident recruitment" initiative that welcome newcomers to visit, live, work, and get connected to your community
- Diversify your workforce and offer DEI training
- Provide free on-site programs for others to learn about your industry and career opportunities
- Develop internal career pathways and map employees' route to success
- Offer time off for employee referrals, car loans through payroll deduction, flex scheduling, daycare reimbursement, free/reimbursed education, etc.
- Remember - retention is about your culture and opportunity
Jessica Miller

Workforce Strategy Consultant

• 20+ Years of HR and L & D Experience, public and private sector, union and non-union

• Personal passion in skill identification and enhancement, recruiting and retention strategies, and investing in DEI efforts both in the workplace and greater Minnesota

Industries: Manufacturing, Health Care, Construction, Transportation, Agriculture, Education
The Power of Social Media

Tell your story, INCLUDING those of your employees.

Find out what job seekers want

Promote what you're proud of

Engage with others
Hi moms! I am an HR manager for a manufacturing plant here in [redacted] and are looking for input from moms with children on how to make us more appealing to family households with children or anyone in general! I would love to hear from everyone and you can message me what you look for in a company, what benefits could we provide to find us more appealing, etc! I know manufacturing is not the most glamorous job, but I would love to find a way to make it more appealing!

We are a smaller company of roughly 70 people and everyone gets to know each other!

Positions we hire for:
- welding
- fabrication
- assembly
- warehouse
- maintenance
- engineering
- sales/marketing
- accounting and hr
- planning/scheduling

We currently offer:
- 1st shift only 7-330 m-f
- Pay up to 100% of medical premiums* (depends
Jaines Andrades
Sep 28

10 years of work but it was worth it! I’m a provider at the same place I used to clean.

11,632 likes

Facebook

Make a difference for a person with developmental disabilities. Become a Life Sharing Provider today.

Work from home.
Change a life.
Earn a living wage.
APPLY TODAY
Social Media

• Videos
  • What does the job entail
  • What does the process look like?
  • It doesn't have to be perfect

• Employee testimonials
  • Professional photos
  • Are there people there that look like me?

• Tell your story
  • Not telling a story, is telling a story
Training & Community Engagement

JOIN OUR COMMUNITY TRAINING PROGRAM!

Interested in a manufacturing career? Our Community Training Program equips you with the skills needed to be successful in a manufacturing environment.

- Use of hand tools and power tools
- Basic electrical wiring
- Employment readiness training

Complete this FREE 40-hour training course to receive a certificate of completion outlining the competencies learned as well as a phone interview with Daikin. If offered a position, starting wage is $18.38.

**UPCOMING COURSE DETAILS**

**WHEN**
- JUNE 14 - JUNE 25
- JULY 12 - JULY 23
- AUG 16 - AUG 27

**WHERE**
- FARIBAULT EDUCATION CENTER
- SOUTH CENTRAL COLLEGE

**HOW TO JOIN**
- CALL (507) 333-6472
- TEXT (507) 330-4210

Note: you must hold a high school diploma or GED for consideration by Daikin.

IN PARTNERSHIP WITH

South Central College
Fastenal
Workforce MN
CareerForce

Scholarship Opportunities for Children of Hormel Foods Team Members

6/8/2021 CareerForceMN.com
Q & A

Any Questions?
Chat Box:
What is one idea shared today that you plan to pursue?
• How effective are your organization's **diversity, equity, and inclusion** goals and objectives?

• Is your organization **family friendly**?

• Does your organization actively recruit from **diverse candidate pools**? Do you have **strategies in place to retain** this workforce?

• What is your organization's **culture**? **What do your employees think?** Are you asking them?

• Are you effectively using **social media**? **Are you engaged in your community**?
Join us next month, Wednesday, July 7th at 11:00am for our next session:

Building Inclusion: Preparing and Retaining a Diverse Workforce
Thank You!

6/8/2021