

WORKFORCE STRATEGY CONSULTANTS

# WORKFORCE WEDNESDAY

Providing Workforce Solutions for MN Employers



*“Connection”*

Music video by  
panelist,  
**Cadence Nunn**,  
lead singer and  
bassist for  
NUNNABOVE

# Join the Workforce Strategy Consultant Team!



## 2023 Workforce Wednesday Schedule

- **January 4:** State of the Workforce – Where Can We Still Make an Impact in Our Current Labor Market?
- **February 1:** Biases, Microaggressions, and Code Switching
- **March 1:** Preparing for The New Workforce
- **April 5:** Cultivating a Supportive Workplace Culture for Youth
- **May 3:** Building a Culture of Worksite Wellness
- **June 7:** A Culture of Leadership as a Tool for Retention
- **July 5:** Growing and Expanding Your Business
- **August 2:** Caregiving and the Workplace – What Caregiver Types Does Your Business Recognize?
- **September 6:** Leveraging Second Chancers for a Better Workforce
- **October 4:** Automation and Upskilling Workers
- **November 1:** Navigating the International Hiring Process
- **December 6:** Still Utilizing Passive Recruiting Strategies? Why Active Recruiting is Now Essential

Register at: <https://www.careerforcemn.com/WorkforceWednesday>

# 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



**Jessica Miller**

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Director, Workforce Strategy

**mn** EMPLOYMENT AND  
ECONOMIC DEVELOPMENT

Leading  
**CareerForce**

WORKFORCE STRATEGY CONSULTANTS

# WORKFORCE WEDNESDAY

Providing Workforce Solutions for MN Employers



## Cultivating a Supportive Workplace Culture for Youth

**April 5th, 2023**

# Agenda

- Panelists – Introductions & Overview
  - **Cadence Nunn**, StoryArk, NUNNABOVE
  - **Stephani Atkins**, *Emerging Professionals Program*, StoryArk
  - **Shania Youssef**, Senior, Stillwater Area Public Schools
  - **Eric Anderson**, *Grow Your Own Program*, Stillwater Area Public Schools
  - **Cayce Craig**, *Internship Program*, Federated Insurance
  - **Dr. Misun Bormann, EdD**, *P-TECH Program*, Mayo Clinic
  - **Dr. Stephanie Bohlman**, *Social Identity Development*, Bohlman Consultation
- Data Overview of Youth in Minnesota's Workforce
  - **Oriane Casale**, Assistant Director of the Labor Market Information Office, DEED
- Extended Panel Discussion
- Q&A

# About Me (4Ps): Cadence Nunn

## Passion

- Self-discovery
- Creating music/singing
  - Performing
- Building authentic relationships



## Partnerships with Others

- Honesty
- Problem-solving
- Communication
- Innovative solutions

## Profession

- StoryArk
- Mentoring & Tutoring Students
  - Amplifying Student Voice
- Music Industry – Breaking into the music and finding a professional outlet for my music

## Personal Motivators

- Family & Friends
- Faith Community

*Ambassador of Youth Development and Communications,  
Lead Singer and Bassist for  
NUNNABOVE*

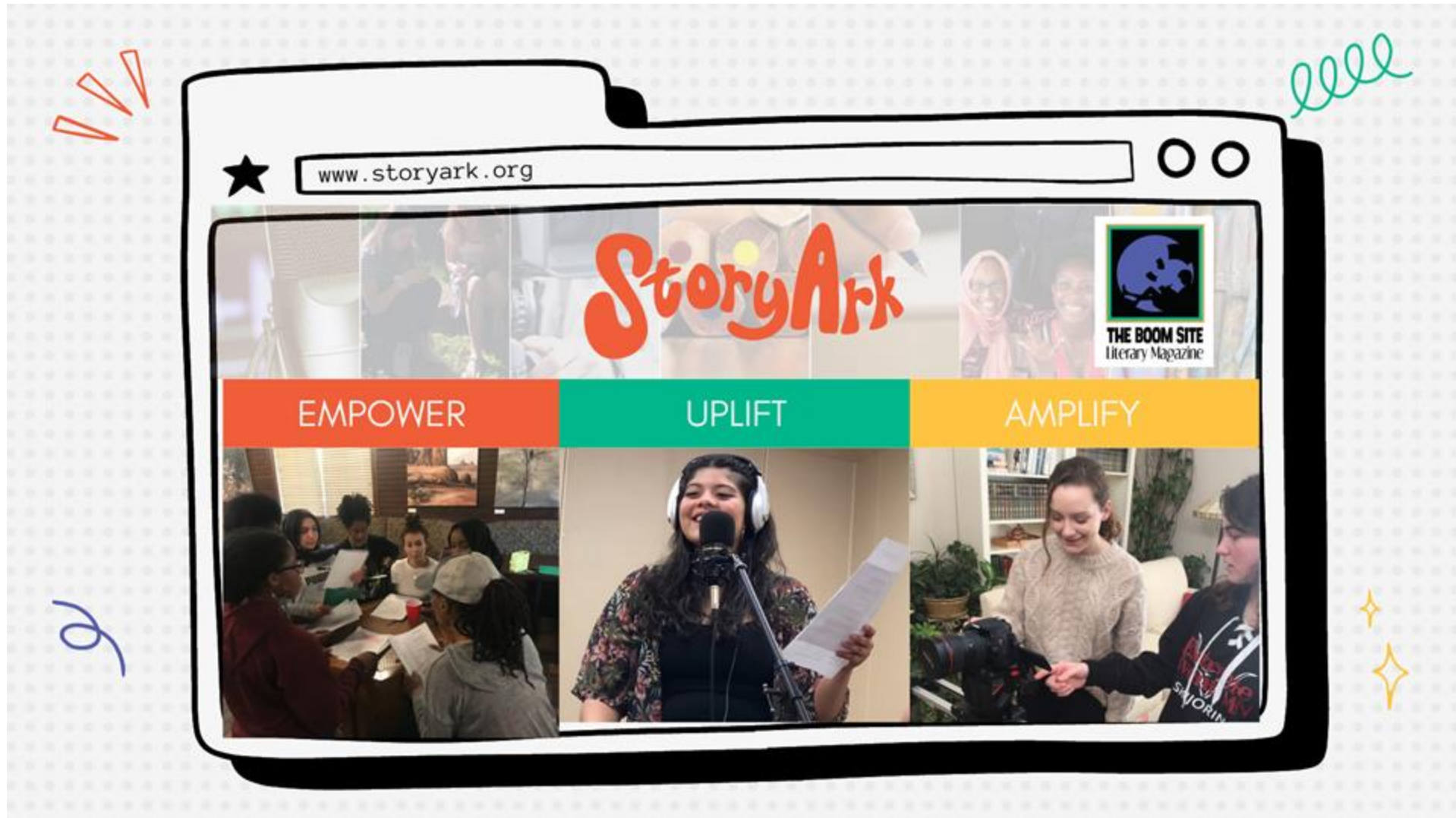
# StoryArk: Emerging Professionals Program



**Stephani Atkins**  
*Executive Director*  
*StoryArk*



# StoryArk: Emerging Professionals Program





# StoryArk: Emerging Professionals Program



Ana Alvear

[READ BIO →](#)



Laichia Vang

[READ BIO →](#)



Josilyn

[READ BIO →](#)



Michael Bluhm

[READ BIO →](#)



Asma Ahmed

[READ BIO →](#)



Wisdom Nunn

[READ BIO →](#)

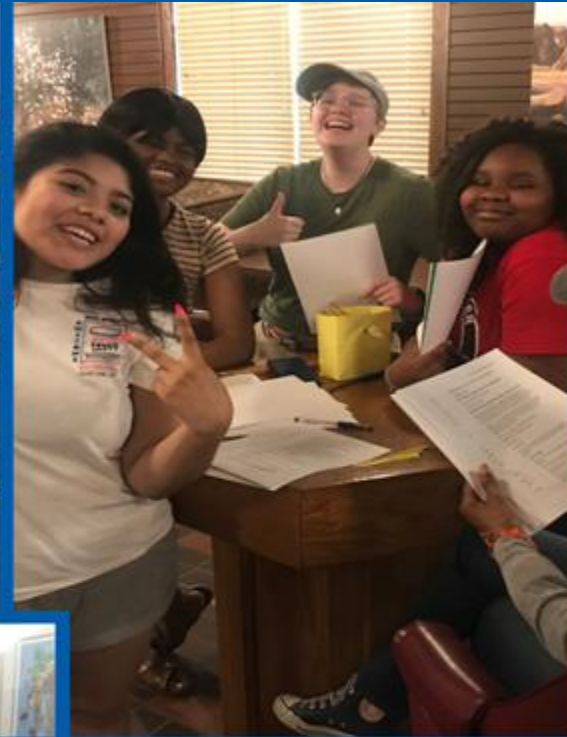


Shahd



Tufah Dahir

# Emerging Professionals at Play and Work



# About Me (4Ps): Shania Youssef

## Passion

*What excites you about your high school coursework*

- Full-time PSEO
- Humanities, cellular biology classes
- Research, networking with professionals

## Personal

*Share a story where you felt like you made a difference*

- Service to community
- Founded 1<sup>st</sup> medical club at Stillwater (HOSA chapter)



*Senior at Stillwater Area Public Schools,  
FT PSEO Pre-Med Student at UMN,  
Family is from Egypt,  
2 younger siblings*

## Partnerships

*Identify a leadership quality that you bring to the table when working with others*

- Dependable
- Innovative
- Love networking
- Amplifying other voices
- Leadership support

## Profession

*Share your thoughts on a career that you are currently interested in exploring*

- Motivated by personal experiences with family and healthcare system
- Shadowing – thought process of a doctor
- Influence – Limited English – family not knowing treatment options
- Breaking cultural barriers

# Stillwater Area Public Schools: Grow Your Own Program

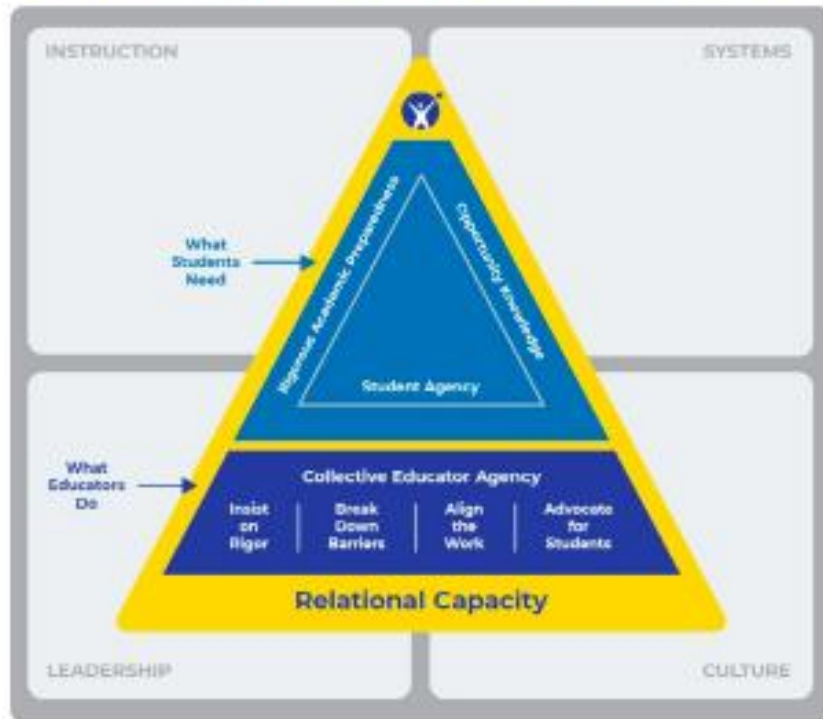


**Stillwater**  
AREA PUBLIC SCHOOLS

# Student Voice & Agency



AVID College & Career Readiness Framework



Application of  
Future Ready skills  
learned in AVID.

**“Nothing about us without us”**

# Grow Your Own 'GYO'



“Teacher preparation strategy focused on developing and retaining teachers from the local community. GYO is often used to address teacher shortages and increase the diversity of the teacher workforce”. -New America

EDUCATION WITH PURPOSE

# CAREER TREE



## TECHNICAL CAREERS

*(with Further Experience or Additional Education)*

- Pre-K Teacher
- Corporate Trainer
- Assessment Specialist
- Test Developer
- Adult Basic and Secondary Education
- Special Education Teacher
- Teacher- High School, Middle, Elementary
- Technology Support/Educator
- Publishing Company Sales
- ELL English Language Learner Teacher
- Teacher Abroad
- Grant Writer

## PROFESSIONAL CAREERS

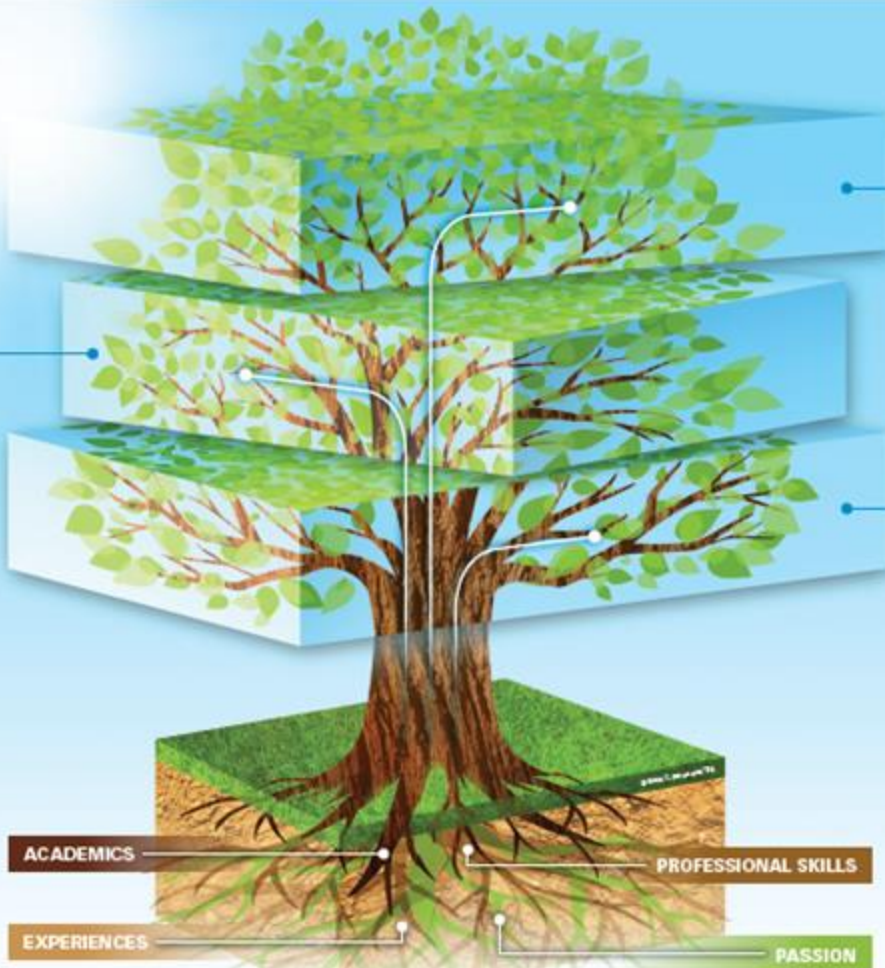
*(with Extended Experience or Additional Education)*

- Curriculum Designer
- Principal & Assistant Principal
- Education Administrator
- Educational Consultant
- Community Education Director
- College Professor
- Speech-Language Pathologist
- Instructional Coordinator
- Athletic Director
- Media Specialist
- Superintendent
- School Counselor

## ENTRY-LEVEL CAREERS

*(with Program Completion)*

- Childcare Worker
- Tour Guides and Escorts
- Home Care Service Provider
- Library/Media Assistant
- Daycare Business Owner
- Tutor
- Paraprofessor/Educational Assistant
- Interpreters and Translators
- Recreation Camp Director
- Preschool Teacher



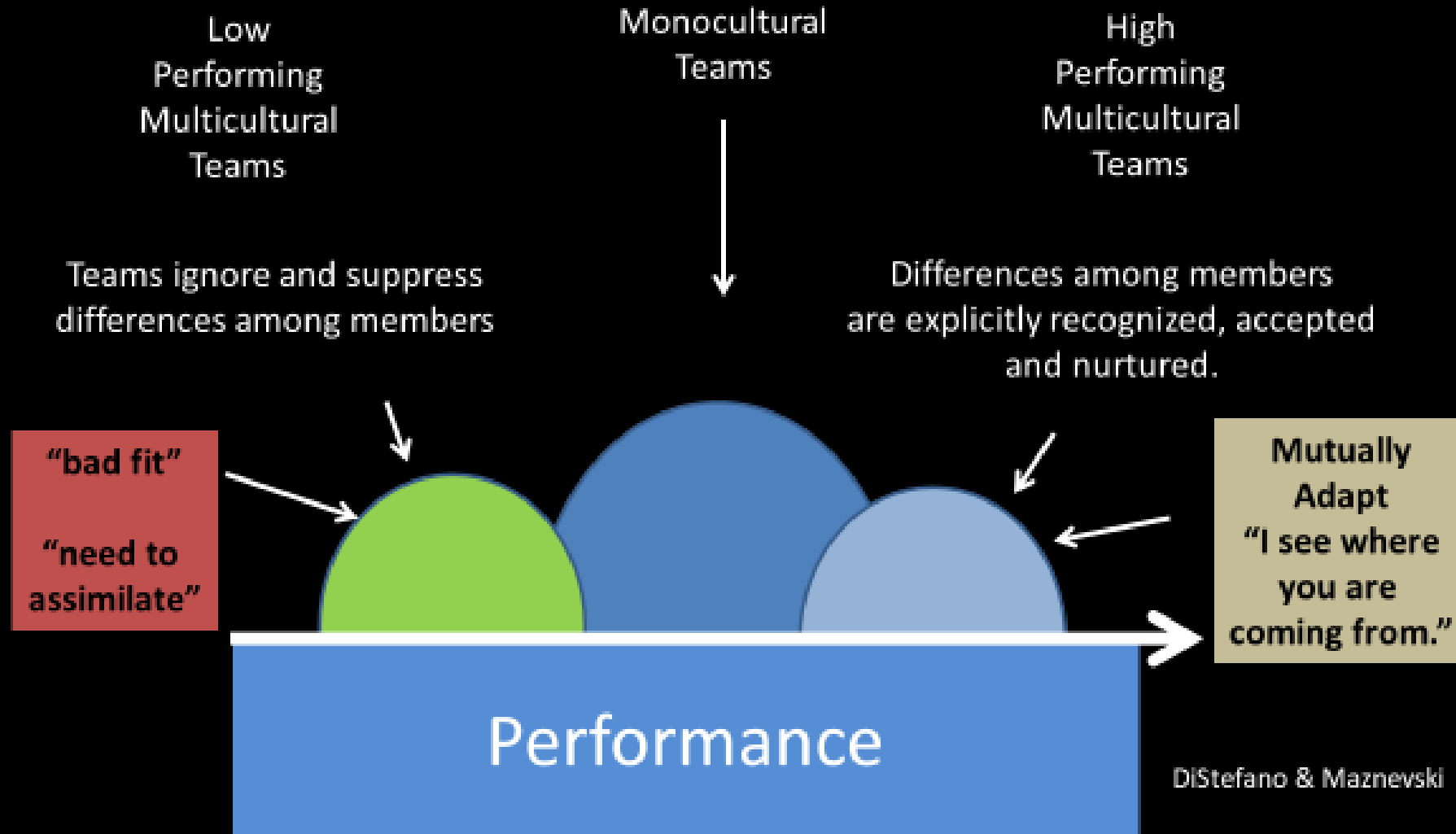
# EDUCATION



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# Why do some teams perform better than others?





# Federated Insurance: Internship Program



**Cayce Craig**  
Recruiter  
Federated Insurance



# Federated Insurance: Internship Program

- Federated + Our communities, HS Interns since 2018
  - Next Generation
  - Why High Schoolers - Business benefit?
  - Partnership with Guidance Counselor, Business instructor, Workforce Coordinator
- During the internship – What to expect?
  - Real-life interview process; Resume, Interview, Offer!
  - Support; Supervisor, mentor, program coordinator (Me!)
  - Business exposure; job shadows, connections



# Federated Insurance: Internship Program

- Student Benefits and Growth
  - Final presentation
  - Real life experience **with grace**
    - Communication, confidence, professionalism
- Federated Benefits and Growth
  - Hired 13/29 High School interns we've hosted
  - 6/13 interns have been promoted within Federated
  - Nearly half of our interns are BIPOC students



# Mayo Clinic: P-TECH Program



**Misun Bormann**

*HR Director of Workforce Development  
Mayo Clinic*



# Mayo Clinic: P-TECH Program

**Value Proposition:** Early talent programs impact diversity talent sources; developing skills in young talent that employers are looking for; creates feeder for employer identified critical entry-level roles.



## P-TECH

Partnership with Rochester Public Schools and RCTC for students in grades 9-12 to earn no-cost associate's degree or industry credential in nursing or IT. Started fall 2021 with 60 students in each year's cohort. Half in IT and other half in the LPN track. First cohort to graduate in 2025. At full capacity by 2026-27 school year with 360 students

### **Students Participating in 2022-23 Year**

- 60 9<sup>th</sup> graders
- 60 10<sup>th</sup> graders

**LPN Diploma** | Mayo Clinic Partner | 39 credits = \$7,562 saved  
**IT Associate in Applied Science** | IBM | 60 credits = \$11,634 saved



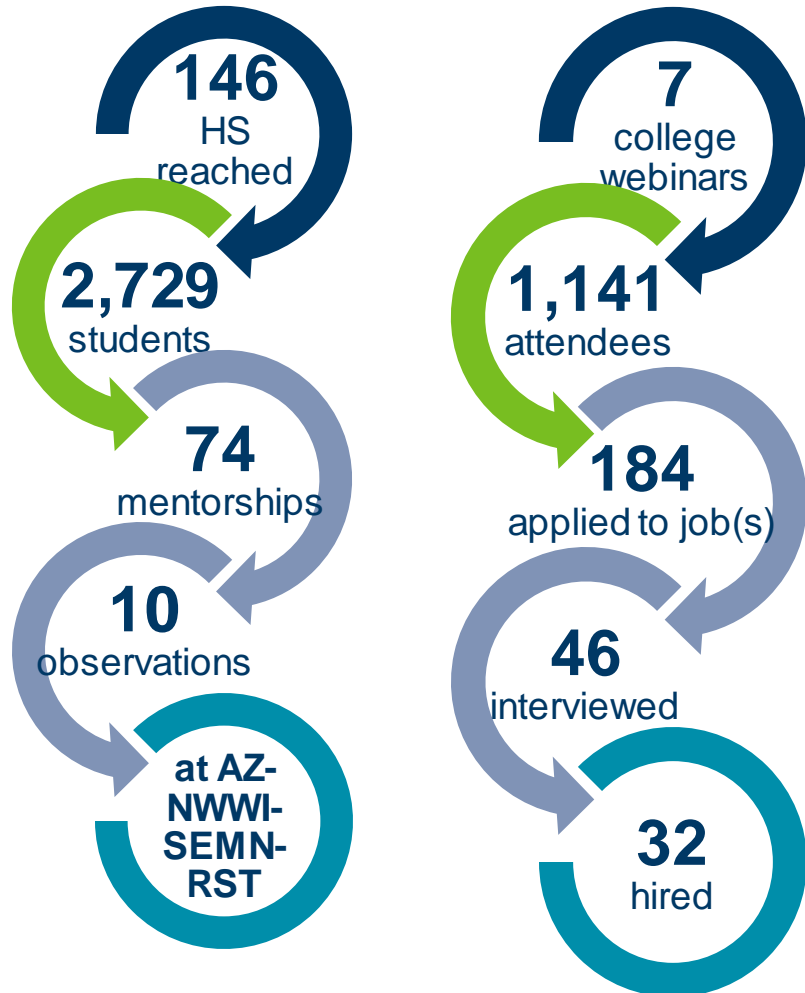
## **Employer Commitments**

Participate on Steering Committee with 3 from each party  
Participate on Healthcare Advisory Council  
Provide work-based learning opportunities:

- Mentoring by industry professionals
- Worksite visits
- Guest speakers
- Paid 6-week Internship opportunities
- Commitment to students who complete program to be "first-in-line" for job opportunities
- Support development of appropriate curricula
- Collaborate to identify and pursue funding streams to support program operations

# Mayo Clinic: Developing our Future Workforce

## 2022 Career Awareness and Exploration Impact



### COLLEGES & UNIVERSITIES REACHED

145 Colleges/Universities  
39 States  
24 Countries

### COLLEGE STUDENT ENGAGEMENT

154 Observation inquiries  
12 Observations completed  
688 Students reached through career webinars  
275 Students reached through job fairs & classroom presentations

*\*Success of our webinar series for college students is being expanded to high school students, parents and educators in 2023-24.*

# Mayo Clinic: Mentorships 2.0

## Current State and Challenges

- Student led connections awkward/ineffective
- Requests for mentors lean towards the “have and have nots” (e.g., educator from established school partner and/or students who have internal connections to find mentors)
- Limited bandwidth of depts and staff to provide 1-1 mentorships for students
- Varying levels of staff experienced in mentoring
- Consistency in ensuring a quality experience for students and mentors

## Future State

- Mentor led connections using curriculum
- Orientation for new mentors
- Develop curriculum for mentors to use, for example monthly topics with discussion questions, ice breakers, short video resource on topic, tips and hints for the mentor (setting educational goal(s), professionalism in the workplace, writing a strong cover letter or resume etc.)
- Recruitment of mentors (e.g., current staff and retirees) to volunteer through Mayo Clinic’s Volunteer Services
- Professional development incentive for mentors (CEUs)
- Process to list mentorship opportunities for schools and students (eliminate “have and have nots”)
- Tracking using mentorship software system to organize onboarding of mentor and mentee, communication between the two, surveys etc.

# Bohlman Consulting: Developing Identities & Organizational Culture





# Bohlman Consulting

- Founder of Bohlman Consulting
  - Creating Equitable, Innovative, and Responsive Organizations
- Formal Education
  - Human development theories, organizational theories, equity and inclusion, and acculturation theories
- Work Experience
  - Leading a multi-generational team, creating an equitable work culture, facilitating anti-bias trainings, reviewing policies and practice



# Bohlman Consulting: Developing Identities & Organizational Culture

- Pre-frontal Cortex (25-26 yrs)
  - Decision making, managing behaviors, complex thinking
- Brave Spaces to Fail Forward
  - Building Confidence
  - Pathways to Success
- Organizational Culture Development
  - Espoused v. Lived Values
  - Micro-influencers
  - Do you know WHO you are? How are you SHOWING up? HOW much work are you willing to invest to make the change?



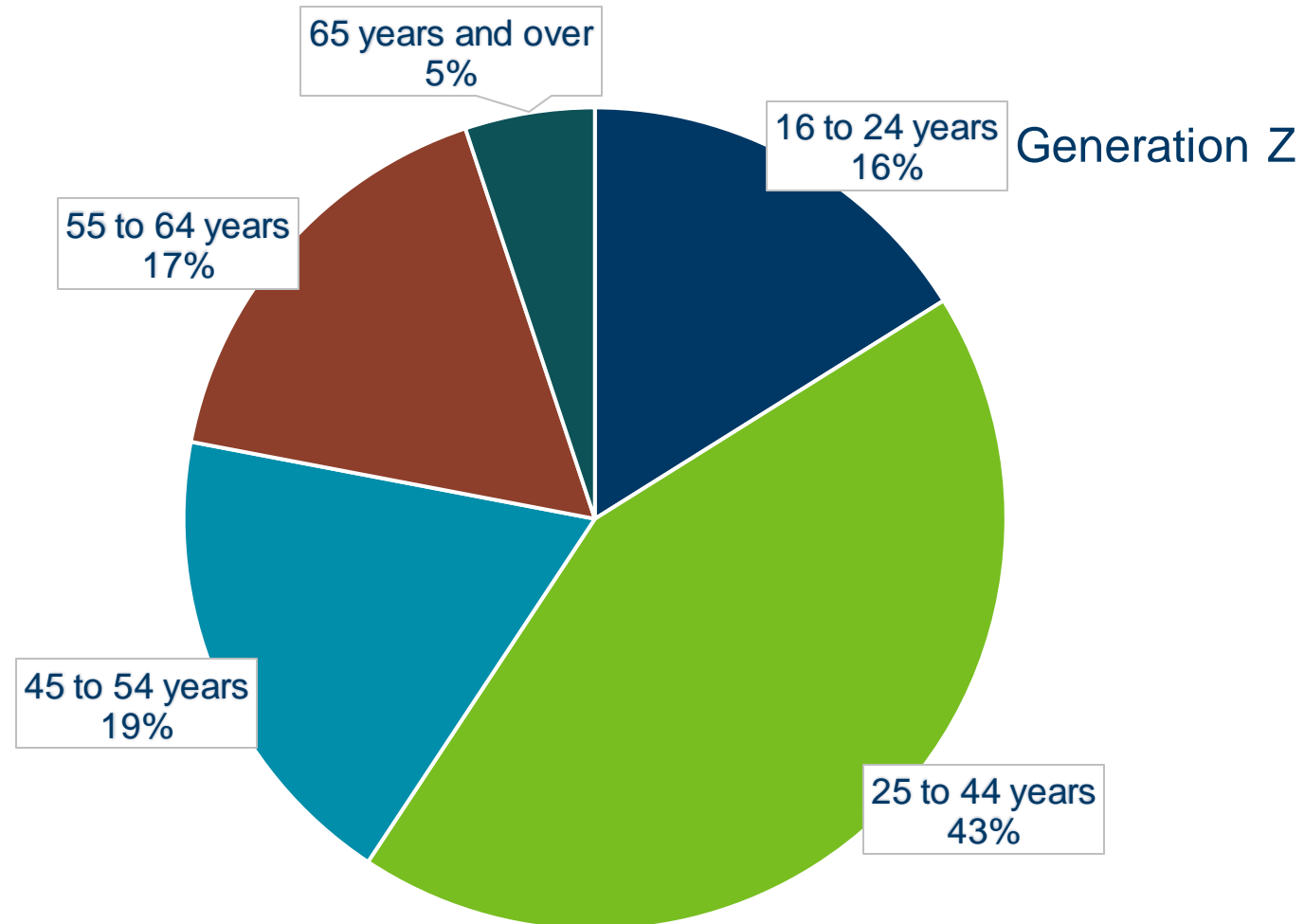
Let's get to work! Contact me: [consulting@stephaniebohlman.com](mailto:consulting@stephaniebohlman.com)

# Youth in Minnesota's Workforce

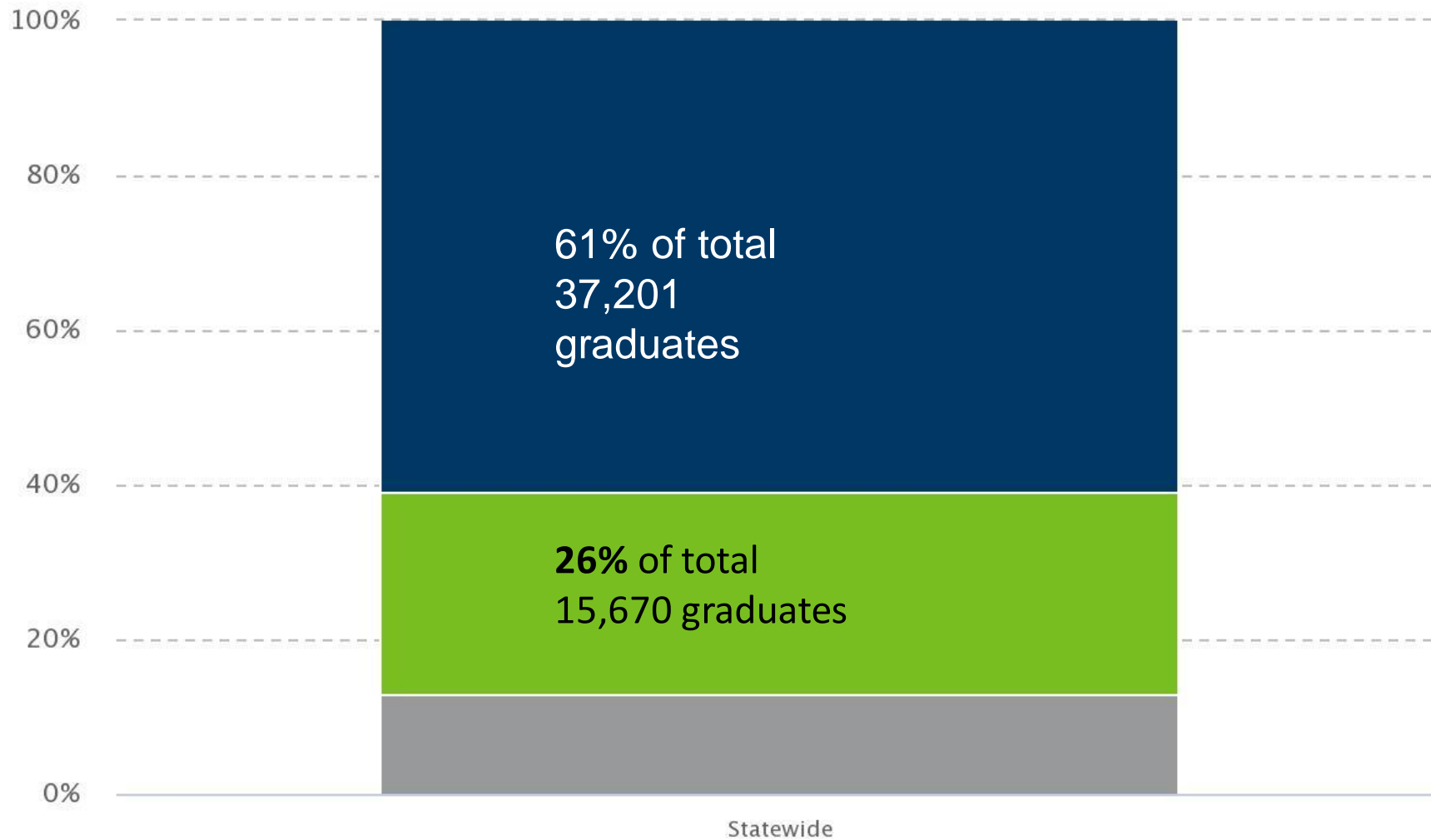
Workforce Wednesday  
April 5, 2023

Oriane Casale  
[Oriane.Casale@state.mn.us](mailto:Oriane.Casale@state.mn.us)  
Labor Market Information Office

# Share of Workers by Age in Minnesota 2022

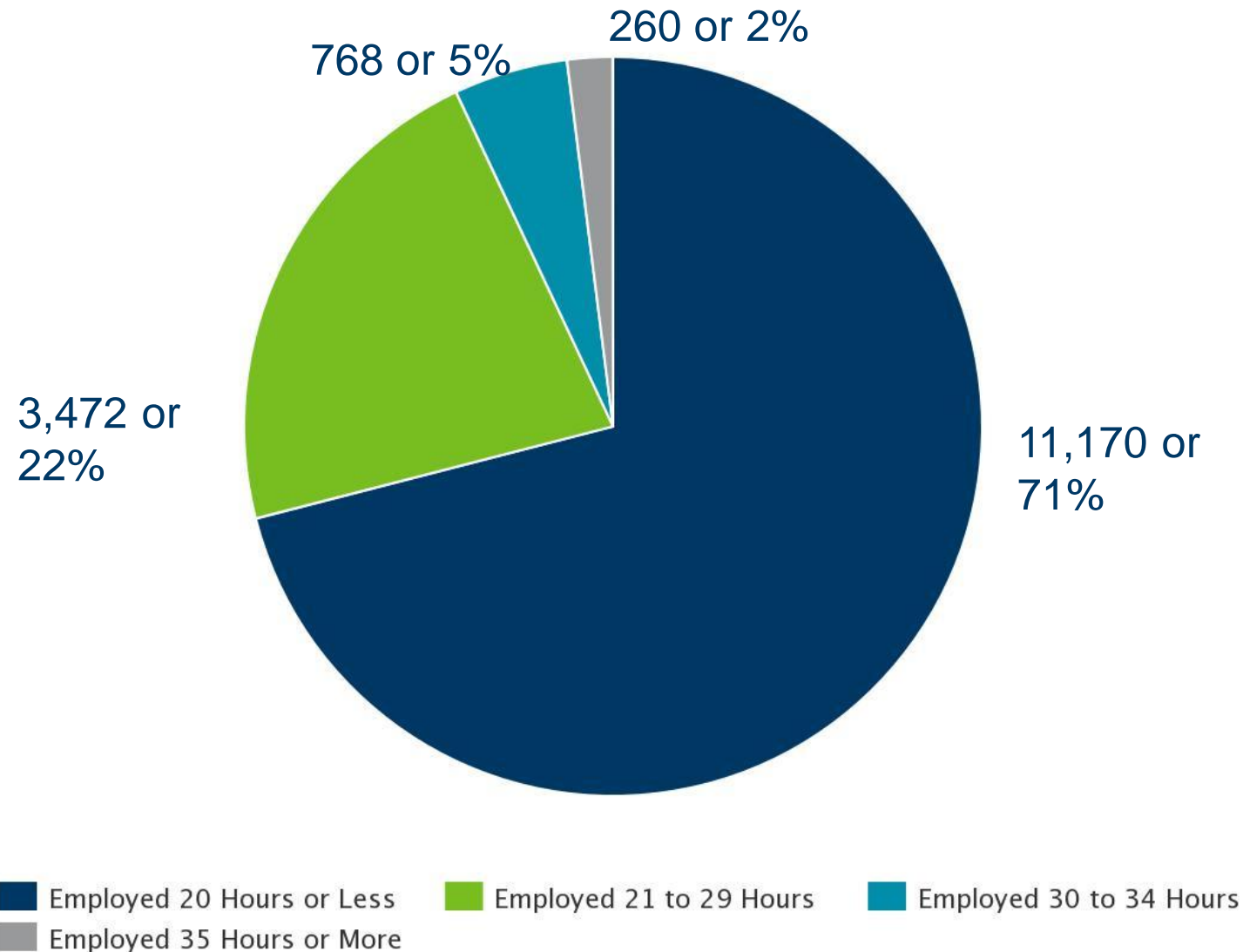


# High School Graduates' Primary Activity: College or Employment 2021 Graduates



■ Enrolled in College ■ Employed ■ Other ■ Unknown

# Hours Worked of High School Graduates Who Are Primarily Employed 2021 Graduates

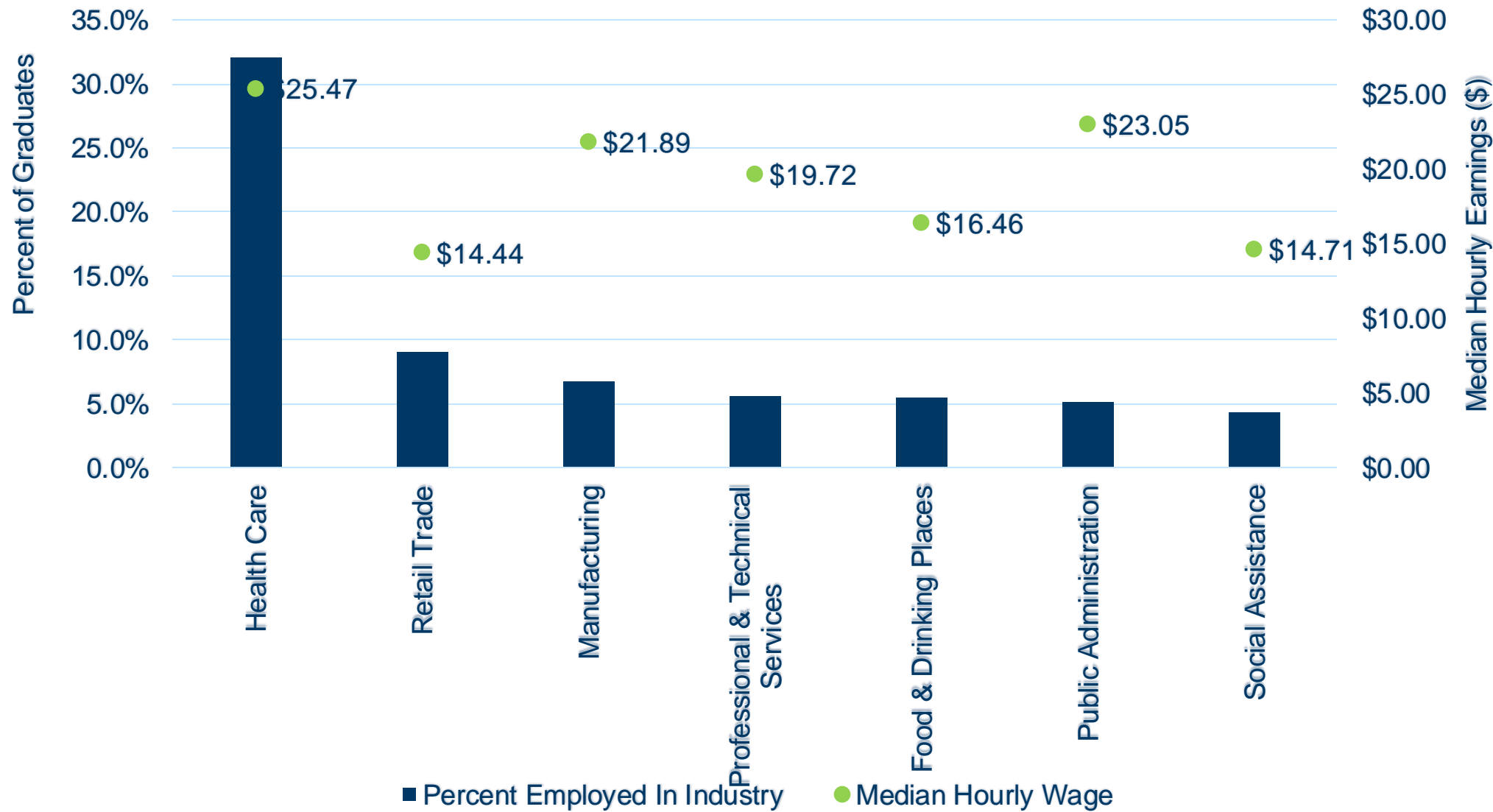


# Industry and Wages of High School Graduates Who Are Primarily Employed 2021 Graduates

<b>Industry</b>	<b>Percent</b>	<b>Count</b>	<b>Avg Hourly Wage</b>
Trade, Transportation and Utilities	35%	5,452	\$16.03
Leisure and Hospitality	20%	3,195	\$15.52
Education and Health Care and Social Assistance	13%	2,092	\$15.86
Professional and Business Services	10%	1,563	\$17.34
Manufacturing	8%	1,196	\$18.99
Construction	7%	1,087	\$20.65
Other Services	3%	512	\$15.65
Public Administration	1%	188	\$15.55
Natural Resources and Mining	1%	159	\$17.48
Financial Activities	1%	136	\$17.44
Information	0%	76	\$13.64

# In which industries do Associate Degree graduates work 24 months after graduation?

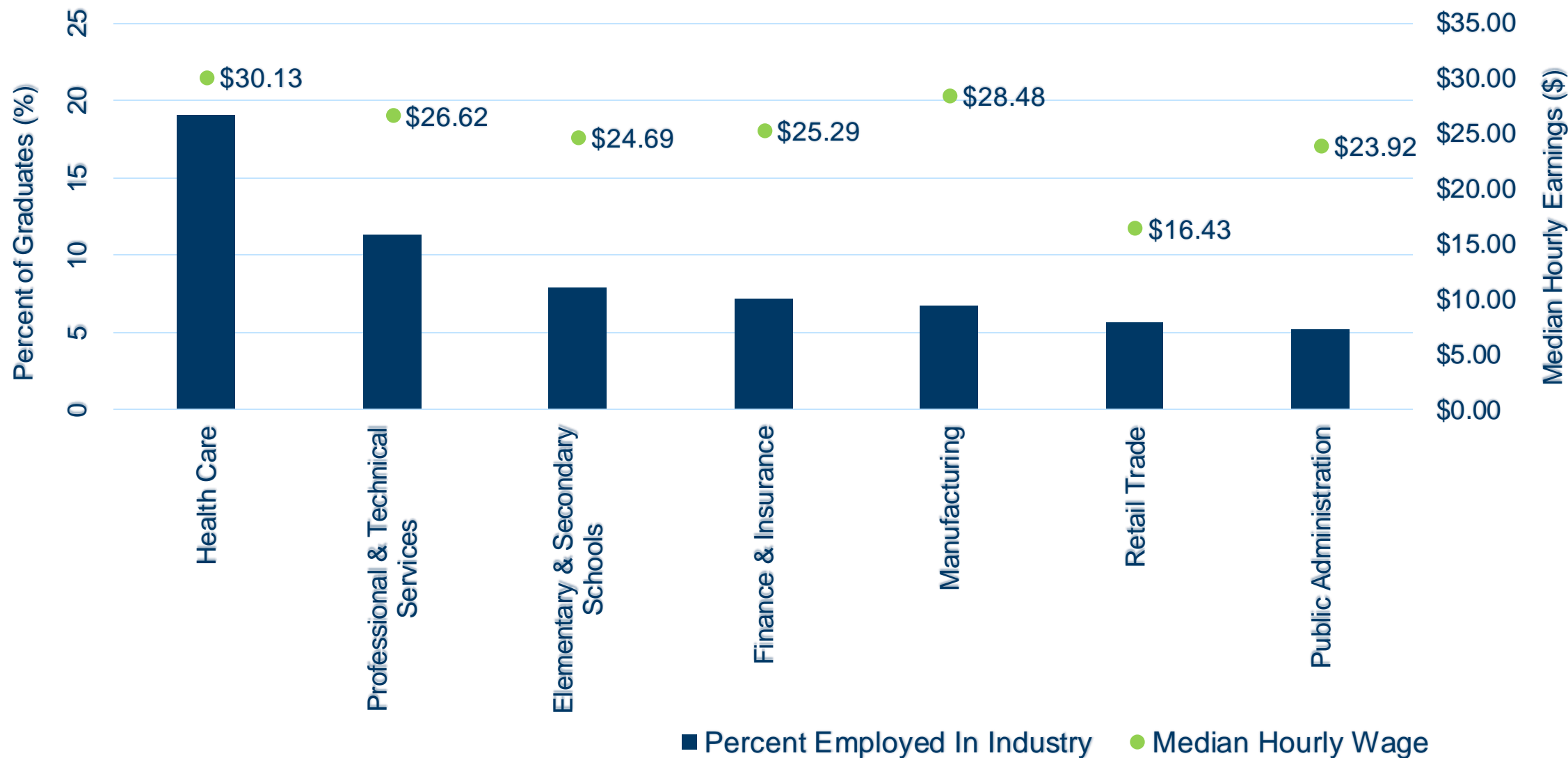
## 2018 Graduates





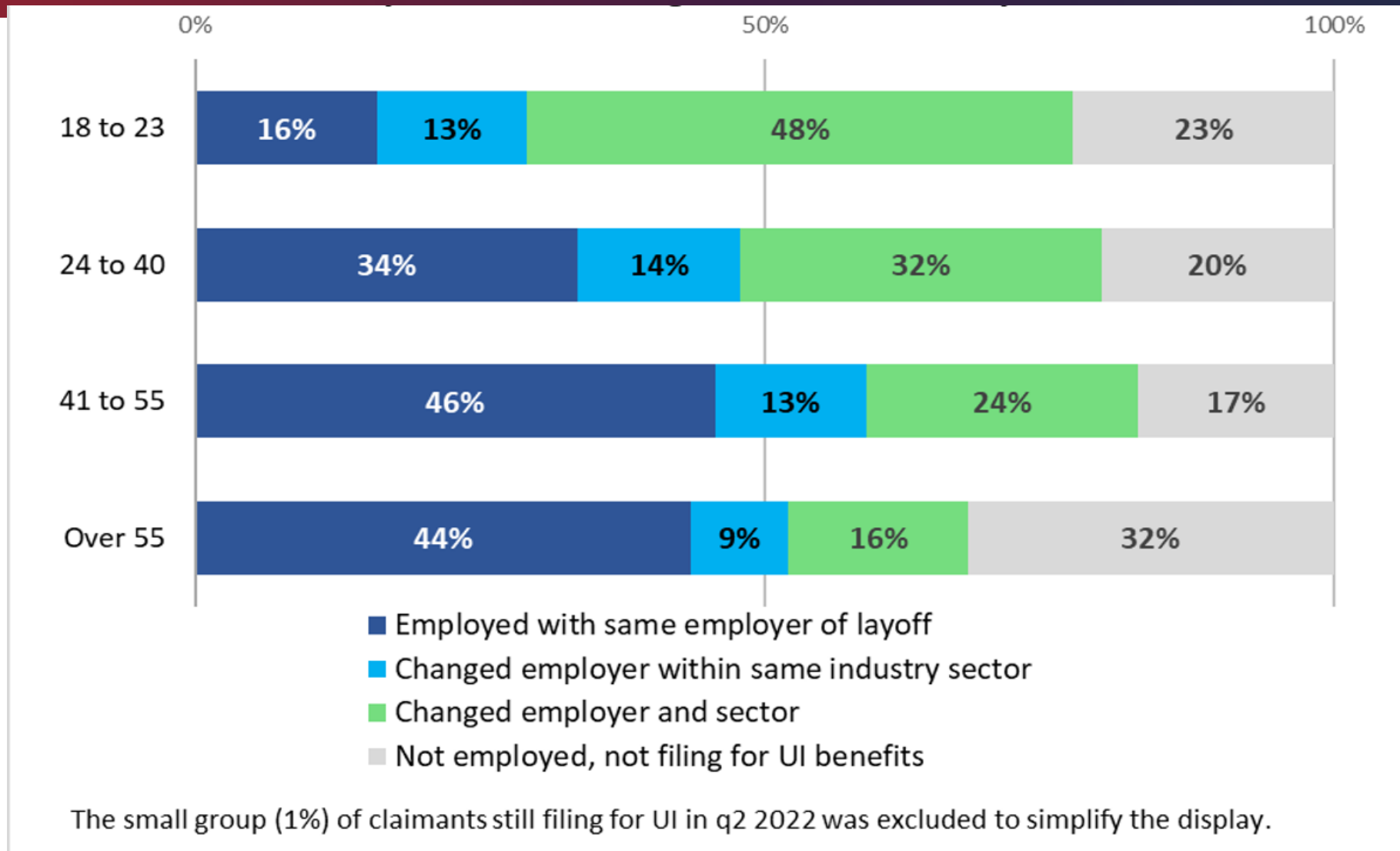
# In which industries do Bachelor's Degree graduates work 24 months after graduation?

## 2021 Graduates



# Young Workers Most Likely to Switch Employers After Pandemic Layoff

## Second quarter 2022 outcomes for 631,000 workers laid off in 2020 in MN



# Real Wage Growth by Age for Job Switchers Versus Job Stayers

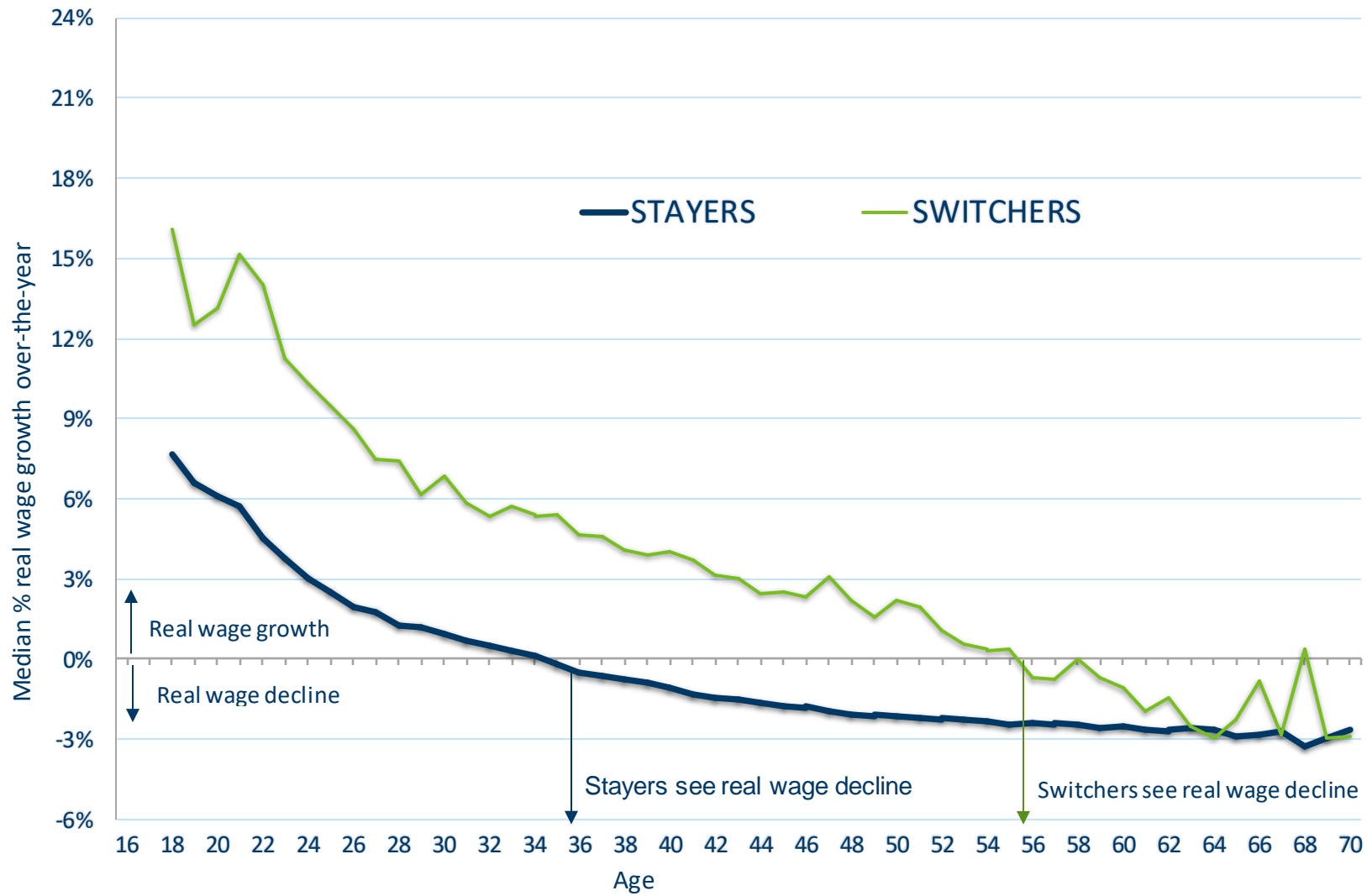
Fourth quarter 2020 to 2021

Workers who switched employers were able to beat inflation until age 56.

Workers who stayed with the same employer saw declines in real wages by age 36.

Younger workers switch employers more frequently than older workers and have higher payoff to switching.

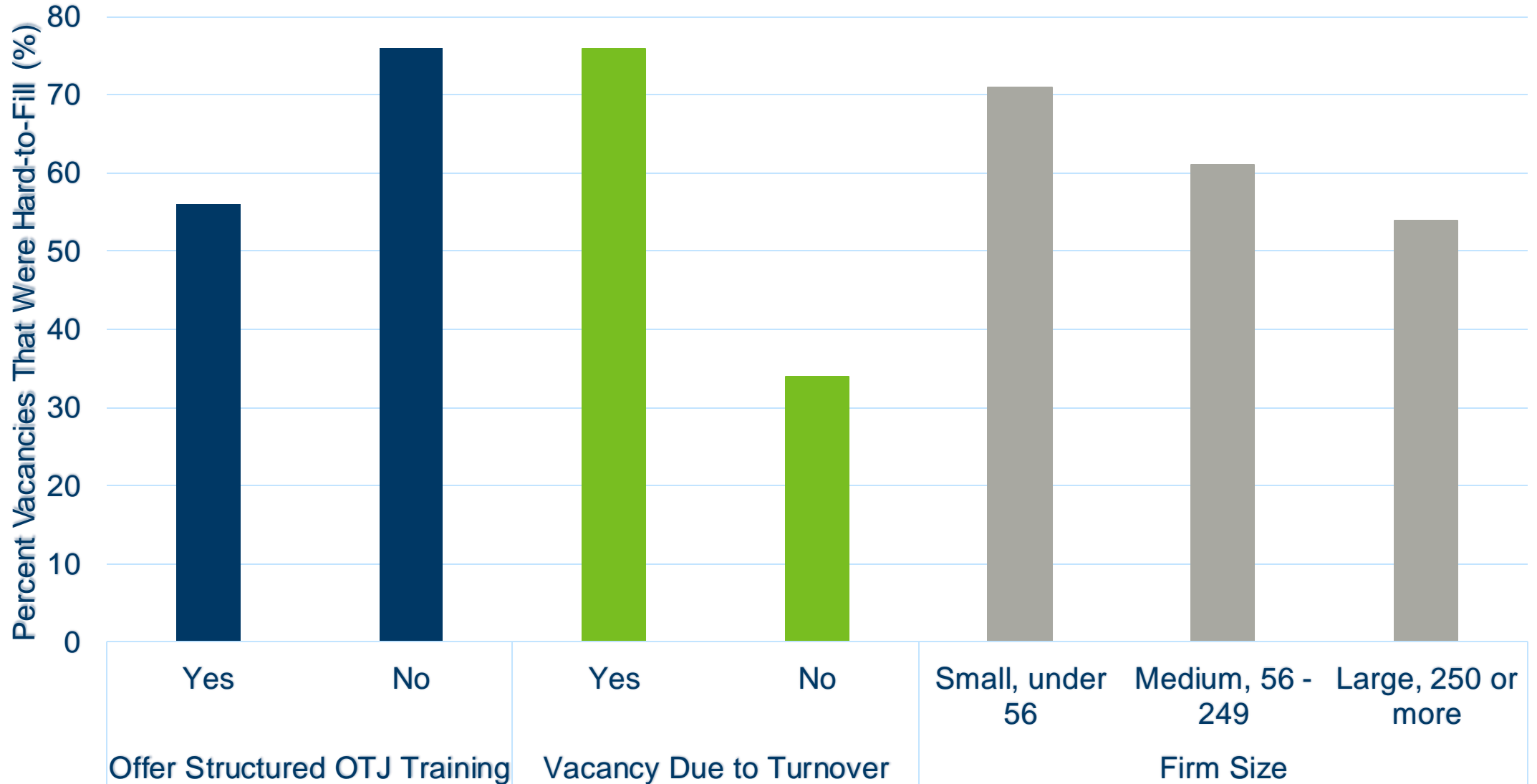
The jump in the green line between age 18 and 22 is high school and college graduates moving into careers.



Source: Leibert, Alessia. [Job mobility in the post-COVID labor market / Minnesota Department of Employment and Economic Development \(mn.gov\)](#)

# Findings from Hiring Difficulties Survey

## Manufacturing Industry, 2019



# Thank You!



**Oriane Casale**

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Minnesota Labor Market  
Information Office

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# Panel Discussion

WORKFORCE STRATEGY CONSULTANTS

# WORKFORCE WEDNESDAY

Providing Workforce Solutions for MN Employers



**Next Session:**

***Building a Culture of Worksite Wellness***

**Wednesday, May 3rd**

**11:00 a.m. – Noon**

**(Noon-12:30 p.m. Unplugged Audience Q&A)**

# Thank You!

DEED Workforce Strategy Consultants



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