

WORKFORCE STRATEGY CONSULTANTS

WORKFORCE WEDNESDAY

Providing Workforce Solutions for MN Employers



We Will Begin Shortly

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

Jessica.Miller@state.mn.us

Director, Workforce Strategy

mn EMPLOYMENT AND
ECONOMIC DEVELOPMENT

Leading
CareerForce

WORKFORCE STRATEGY CONSULTANTS

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Building a Culture of Worksite Wellness

May 3rd, 2023

Learning Objectives

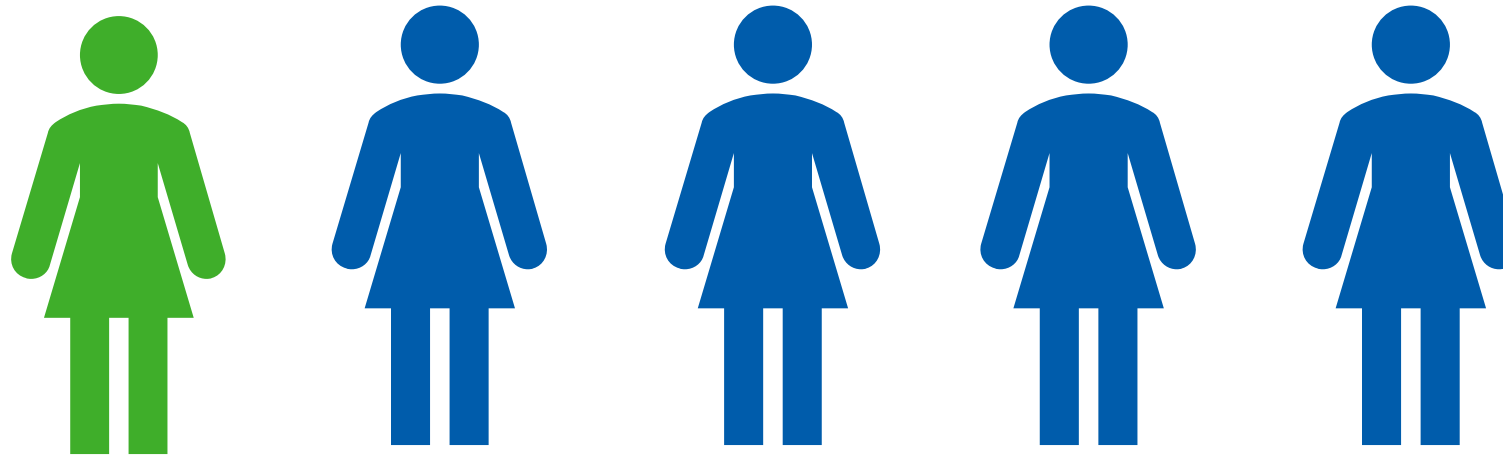
1. Learn about **research and trends** in what employees are seeking in their workplace
2. Understand a **framework** for identifying dimensions of **Workplace Mental Health and Well-Being**
3. Identify **strategies** to optimize employee well-being and retention

Agenda

- What is Worker Well-Being and Why is it Important in the Workplace?
 - **Amanda O'Connell**, *Regional Analyst, Southeast MN & South Central MN*
- Panelists – Introductions & Overview
 - **Julie Brock**, *Lead Strategist, Julie Brock Consulting*
 - **Maria Serbus**, *Stress Management Consultant, CEO, Maria Serbus LLC*
 - **Leena Murphy**, *Senior HR Consultant, City of Rochester*
 - **Jeff Woodside**, *Plant Manager, Albert Lea Select Foods*
 - **Candace Htoo**, *Hiring Specialist, Albert Lea Select Foods*
- Resources
- Q&A Unplugged Discussion

Well-Being = Mental + Physical Health

1 in 5 Minnesotans face mental illness each year



Source: Minnesota Health Department

An Integrated Approach to Employee Wellness



Panelists



Amanda O'Connell
Southeast & South Central Regional Analyst
DEED
amanda.oconnell@state.mn.us



Maria Serbus
Stress Management Consultant, Self
Empowerment Speaker, CEO
Maria Serbus, LLC
mariaserbusceo@gmail.com

Panelists



Leena Murphy
Senior HR Consultant
City of Rochester
lmurphy@rochestermn.gov



Julie Brock
Lead Strategist
Julie Brock Consulting, LLC
julie@juliebrock.net

Panelists



Charles Newton
HR Manager
Albert Lea Select Foods
cmnewton@alselectfoods.com



Candace Htoo
Hiring Specialist
Albert Lea Select Foods
chtoo@alselectfoods.com

What is Worker Well-Being and Why is it Important in the Workplace?

Worker Well-Being



“Employee well-being represents the physical, mental, and emotional facets of employee health, synergistically acting to affect individuals in a complex manner.”

Benefits to Employers and Employees

Healthy Workplace Practices

- Work-Life Balance
- Employee Growth & Development
- Health & Safety
- Recognition
- Employee Involvement

Employee Well-Being

- Physical Health
- Mental Health
- Stress
- Motivation
- Commitment
- Job Satisfaction
- Morale
- Climate

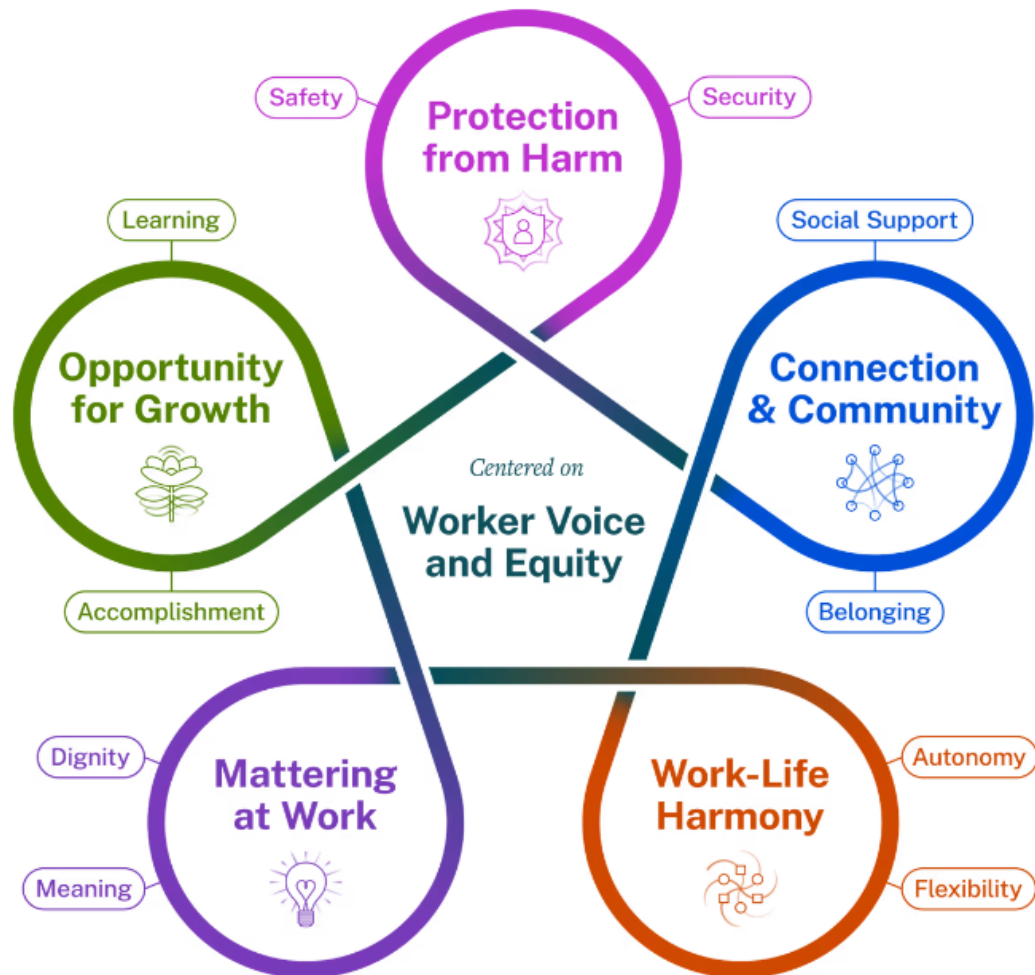
Organizational Improvements

- Competitive Advantage
- Performance/Productivity
- Absenteeism
- Turnover
- Accident/Injury Rates
- Cost Savings
- Hiring Selectivity
- Product Service Quality
- Customer Service/Satisfaction



Five Dimensions of Worker Well-Being

Office of the Surgeon General – Framework for Workplace Mental Health and Well-Being



Protection from Harm

- Prioritize workplace physical and psychological safety
- Enable adequate rest
- Normalize & support mental health
- Operationalize Diversity, Equity, Inclusion, & Accessibility norms, policies, and programs

Connection & Community

Create cultures of inclusion and belonging

- Cultivate trusted relationships
- Foster collaboration and teamwork

Work-Life Harmony

- Provide more autonomy over how work is done
- Make schedules as flexible and predictable as possible
- Increase access to paid leave
- Respect boundaries between work and non-work time

Matter at Work

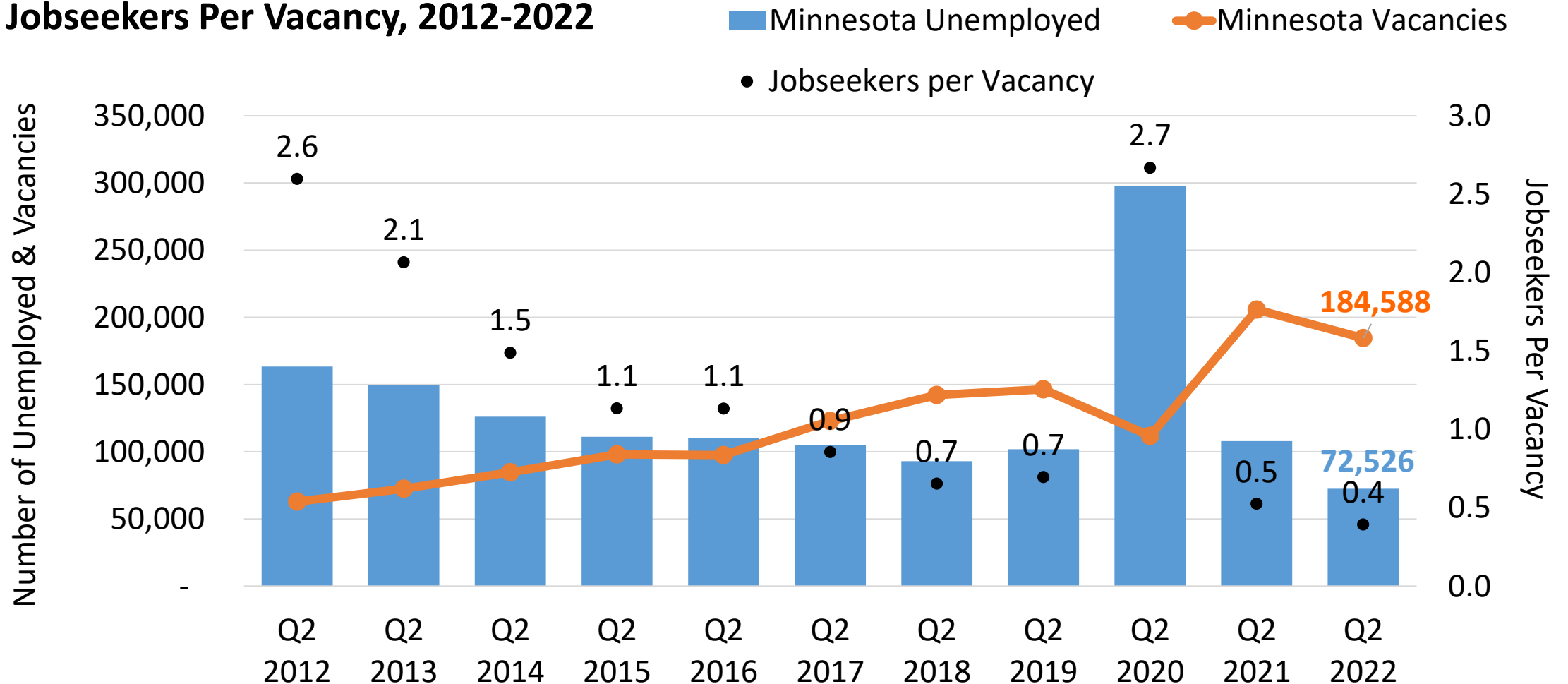
- Provide a living wage
- Engage workers in workplace decisions
- Build a culture of gratitude and recognition
- Connect individual work with organizational mission

Opportunity for Growth

- Offer quality training, education, and mentoring
- Foster clear, equitable pathways for career advancement
- Ensure relevant reciprocal feedback

Why is Worker Well-Being Important?

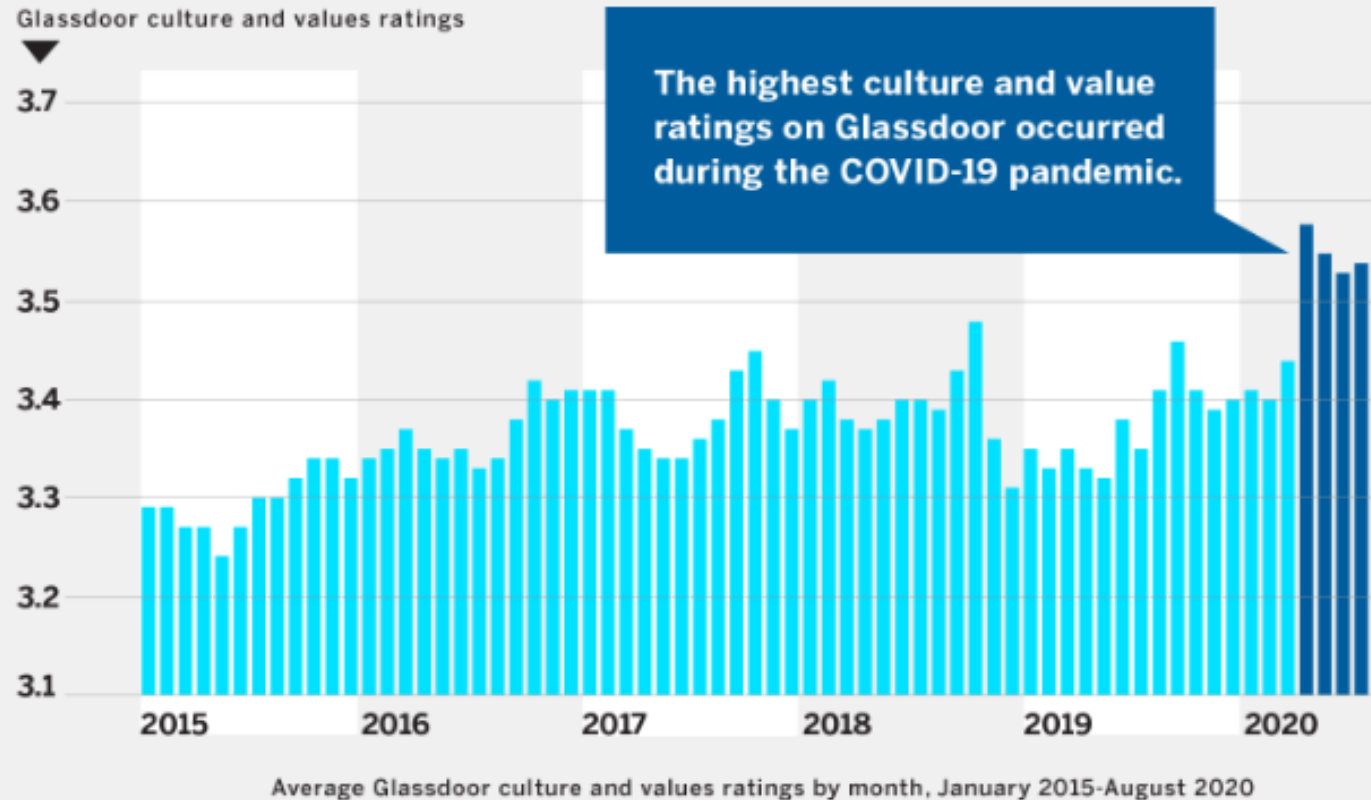
Jobseekers Per Vacancy, 2012-2022



Source: DEED Job Vacancy Survey, LAUS program

COVID 19 Impacts on Individuals and Workplaces

The average culture and values rating across the Culture 500 companies spiked during the early months of the COVID-19 pandemic in the U.S. (April-August 2020), and those five months occupy the top five spots in terms of average culture and values ratings for the preceding five years.



Topics that were discussed more frequently after the COVID-19 pandemic

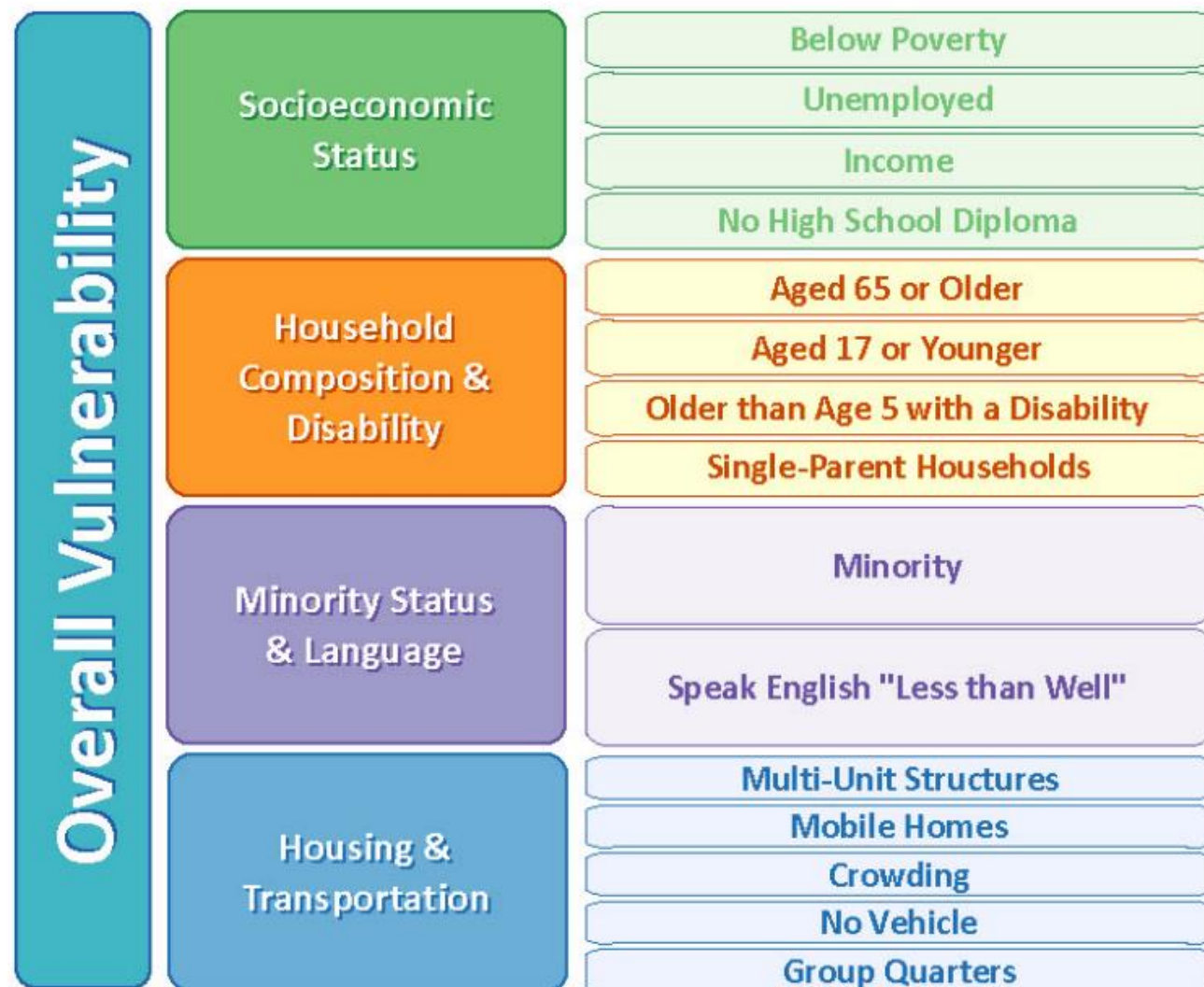
1. Recession
2. Mental well-being
3. Transparency of leaders
4. Health & safety
5. Top team communication
6. Diversity & Inclusivity
7. Racial Equity

Supporting a Diverse Workforce

CDC Social Vulnerability Index

“**Social vulnerability** refers to the potential negative effects on communities caused by external stresses on human health” (CDC)

<https://www.atsdr.cdc.gov/placeandhealth/svi/index.html>



Social Vulnerability Index Examples



**Access to
Healthcare**



**Exposure to
Environmental
Hazards**



**Financial
Stability**



**Social Support &
Connections to
Community
Services**

What can employees and employers do to promote mental health in the workplace?



- Provide materials such as brochures or videos to educate employees about the signs & symptoms of poor mental health
- Host workshops that address mental health and stress management techniques
- Offer health insurance that has low out-of-pocket costs for mental health screening and treatment
- Give employees opportunities to participate in decisions about issues that affect job stress.



- Encourage their employer to offer mental health & stress management education and programs
- Participate in programs & activities to learn skills to support their mental health
- Be open-minded and respond with empathy to co-workers and encourage others to seek mental health resources

Panel Discussion

Resources

National Alliance on Mental Illness (NAMI)

National Alliance on Mental Illness

- [NAMI Minnesota Classes for Employers](#)
- [NAMI Minnesota Employer Page](#)
- [NAMI Minnesota - Support Employees Living With a Mental Illness](#)
- <https://www.nami.org/Get-Involved/Awareness-Events/Mental-Health-Awareness-Month>
- **Upcoming NAMI Event:** June 15, 9-11:00 am: ***Building Your Mentally Healthy Workplace: Strategies and Lessons Learned***. Employers will share tools and programs they've implemented, what works, what doesn't, and how they're addressing what's ahead, the *next normal*.



Mental Health America

Mental Health America

- [Workplace Mental Health Toolkit | Mental Health America \(mhanational.org\)](https://www.mhanational.org/workplace-mental-health-toolkit)
 - *Cultivate Supportive People Managers*
 - *Develop an Employee Driven Mental Health Strategy*
 - *Build an Impactful Mental Health Employee Resource Group*
 - *Provide and educate Employees about Benefits and Resources*
 - *Find Creative Ways to Think Beyond the Norms of Basic Benefits*



MN Statewide Health Improvement Partnership (SHIP)

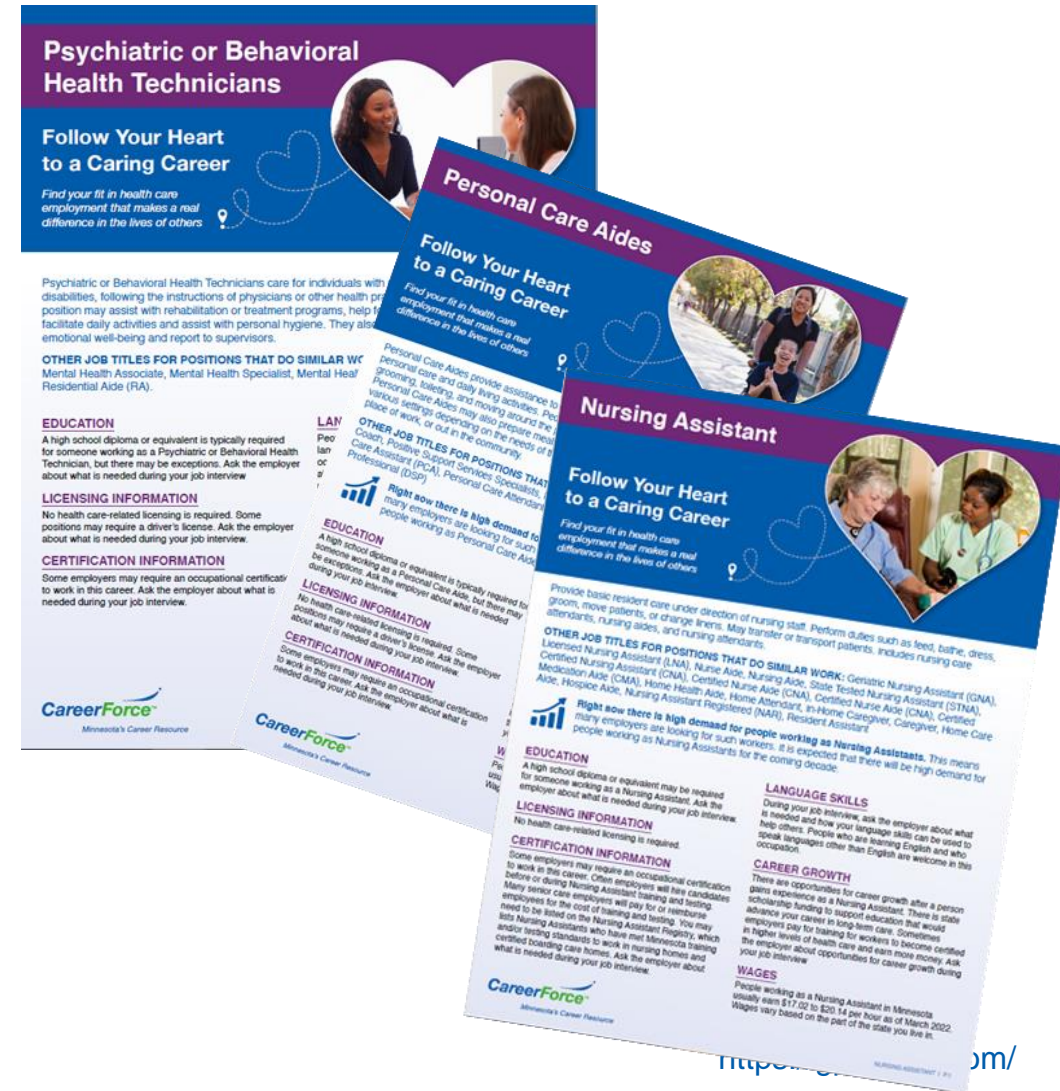
Join SHIP Worksite Wellness Collaboratives

- *Statewide Health Improvement Partnership (SHIP) supports community-driven solutions to expand opportunities for active living, healthy eating and commercial tobacco-free living, helping all people in Minnesota prevent chronic diseases including cancer, heart disease, stroke and type 2 diabetes.*
- [Our Work - MN Dept. of Health \(state.mn.us\)](https://state.mn.us)
- [Local Contacts - MN Dept. of Health \(state.mn.us\)](https://state.mn.us)



Follow Your Heart to a Caring Career

- Goal is to attract, hire and retain people to provide services in home, in the community and in facilities for **people with disabilities and elders**
- Paid advertising, earned media, organic social, mass emails and other outreach is planned as part of the campaign
- Paid advertising runs June 1- August 31, 2023 but campaign materials and resources will live on after the campaign ends, will be updated as needed
- Occupational handouts (you can see some of them on screen) featuring daily activities, wage range, current and projected demand, how to find employment and occupational videos a person can snap a QR code to watch
- Many English language materials posted now, translations Amharic, Dari, Karen, Oromo, Pashto, Somali, Spanish, Ukrainian and Vietnamese are in process



Follow Your Heart to a Caring Career

Home-, Community- and Facility based employer info session:


- Thursday, May 11, 2-3 p.m. – via WebEx

Overview and asks for Home-, Community- and Facility-based Care Provider Employers - a few of the asks:

- Reach out to a CareerForce location near you and ask how you can be engaged in this job seeker outreach campaign
- Utilize the occupational handouts in multiple languages – and let us know how future iterations could be improved. We want these to be evergreen resources that are regularly updated.
- Host career exploration, hiring or other events during the months of June, July and August – and let us know about them so we can share those events on our website, on social and in mass emails

Meeting registration link and more is on the employer resources page linked below

<https://www.careerforcemn.com/CaringCareer>



Follow Your Heart to a Caring Career

Find your fit in health care employment that makes a real difference in the lives of others

Home-, Community- and Facility-based Care Providers:
State, regional and local workforce development professionals, state agencies and others want to help you attract, hire and retain the workforce you need to provide care to elders and people with disabilities in Minnesota.

The Follow Your Heart to a Caring Career campaign will launch June 2023 with paid advertising focused on specific audiences. Paid advertising will be complemented by earned media, organic social, GovDelivery emails and other means.

Materials and other resources developed for this campaign will continue to be live on [CareerForceMN.com/CaringCareer](https://www.careerforcemn.com/CaringCareer) and updated as needed after the paid campaign ends on August 31, 2023.

Follow Your Heart to a Caring Career campaign objectives:

- Helping employers attract, hire and retain employees who provide care in home, in the community and in facilities for people with disabilities and older adults.
- Helping job seekers explore their career options and find the right employment fit in home-, community- or facility-based care for people with disabilities and older adults.
- Utilize the occupational handouts in multiple languages – and let us know how future iterations could be improved. We want these to be evergreen resources that are regularly updated.
- Host career exploration, hiring or other events during the months of June, July and August – and let us know about them so we can share those events on our website, on social and in mass emails
- Host open houses or create virtual tours/walkthroughs, post day in the life videos, and share stories from current employees working in these identified positions
- Use the Follow Your Heart to a Caring Career name and graphics
- Use #CaringCareerMN on your social channels for related posts
- Encourage staff to post videos asking and answering the question: "Why are you glad you followed your heart to a caring career?" 30 seconds or less ideally, shoot video vertically, post on Instagram, Facebook, LinkedIn or Twitter using #CaringCareerMN
- Prepare for inquiries from young people who may not know a lot about your career field and New Americans who may be learning English – how can you welcome these job seekers?
- Provide your feedback and send your questions! Email CareerForce@state.mn.us or call 651-259-7500.

We're developing handouts for workforce development professional – and employer – use with job seekers:

- Nursing Assistant
- Personal Care Aide
- Direct Support Professional
- Psychiatric or Behavioral Health Technician
- And more

Job seeker focused materials will be available in English, Somali and Spanish, as well as Amharic, Dari, Karen, Oromo, Pashto, Ukrainian and Vietnamese.

View and download resources on our job seeker focused web hub: [CareerForceMN.com/CaringCareer](https://www.careerforcemn.com/CaringCareer)

How you can be a part of this campaign, gain awareness of opportunities at your worksites, and help more Minnesotans start making a difference in the lives of others today by finding their fit in a Caring Career:

- Reach out to a [CareerForce location](https://www.careerforcemn.com) near you and ask how you can be engaged in this job seeker outreach campaign

[CareerForceMN.com/CaringCareer](https://www.careerforcemn.com/CaringCareer)

CareerForce
Minnesota's Career Resource

CareerForce is the State of Minnesota's official career exploration and job search resource.

<https://gps4593.com/>

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Next Session:

A Culture of Leadership as a Tool for Retention

Wednesday, June 7th

11:00 a.m. – Noon

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

Thank You!

DEED Workforce Strategy Consultants



NORTHWEST

James Whirlwind Soldier

James.Whirlwindsoldier@state.mn.us

651-323-7891 (c)



NORTHEAST

Shayla Drake

Shayla.Drake@state.mn.us

218-380-2510 (c)



CENTRAL

Della Ludwig

Della.Ludwig@state.mn.us

320-423-0121 (c)



METRO

Adesewa Adesiji

Adesewa.Adesiji@state.mn.us

952-261-6942 (c)



**SOUTHWEST &
SOUTH CENTRAL**

Jess Miller

Jessica.Miller@state.mn.us

507-508-2578 (c)

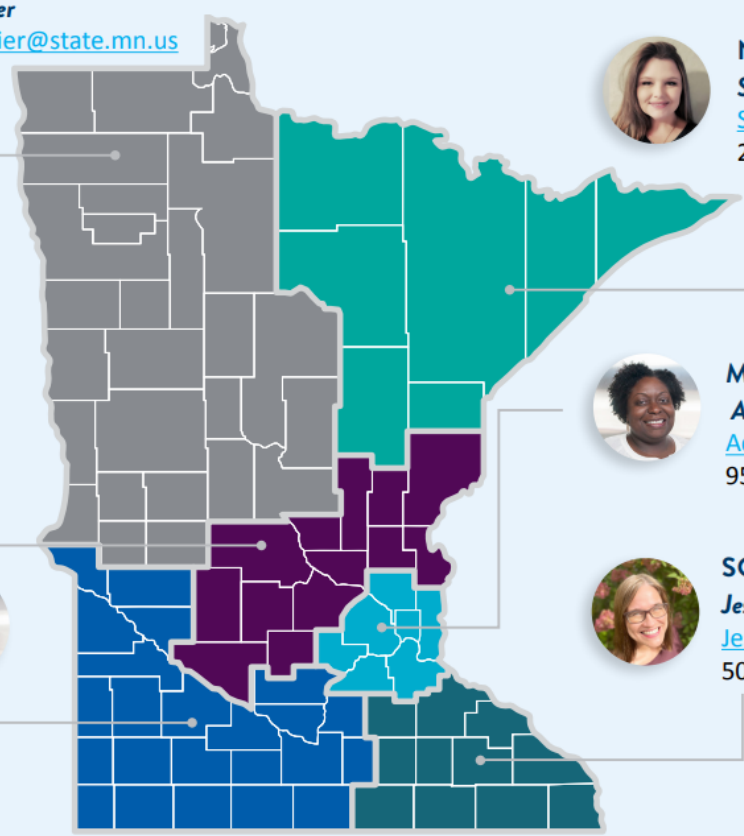


SOUTHEAST

Jessica O'Brien

Jessica.Obrien@state.mn.us

507-424-9226 (c)



UNPLUGGED – Q AND A

