

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

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Interim Director, Workforce Strategy

m EMPLOYMENT AND
ECONOMIC DEVELOPMENT

Leading
CareerForce

MINNESOTA WORKFORCE STRATEGY CONSULTANTS

MISSION

Develop innovative workforce solutions by aligning resources, facilitating collaboration, and leveraging expertise in targeted industry sectors to drive economic equity and growth.

THE VALUE WE BRING

- > Provide tools and resources to support businesses in developing strategic workforce strategies
- > Connect stakeholders to economic development and workforce development resources
- > Focus on workforce diversity, equity, and inclusion initiatives
- > Enhance Minnesota's economic prosperity through workforce and economic development partnerships
- > Work in partnership with our stakeholders to provide workforce training development solutions to meet your talent needs



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Growing and Expanding Your Business

July 5, 2023

Agenda

- Business Development Overview
Catalina Valencia, Executive Director, Business Development, DEED
- DEED Grants and Programs
David Heyer, Foreign Trade Zone and Business Development Manager, DEED
- DEED Training Grant Programs
Danielle Kressin, Grant Coordinator for Minnesota Jobs Skills Partnership, DEED
- Employer Panel Discussion
Charli Champagne, Workforce Development Manager, NFI
Linda Haensel, HR Director, Yanmar
- Wrap-up
- Unplugged

DEED Introductions



Catalina Valencia
Executive Director
Business Development, DEED



David Heyer
Foreign Trade Zone & Business
Development Manager
Business Development, DEED



Danielle Kressin
Grant Coordinator
MN Jobs Skills Partnership (MJSP)
DEED

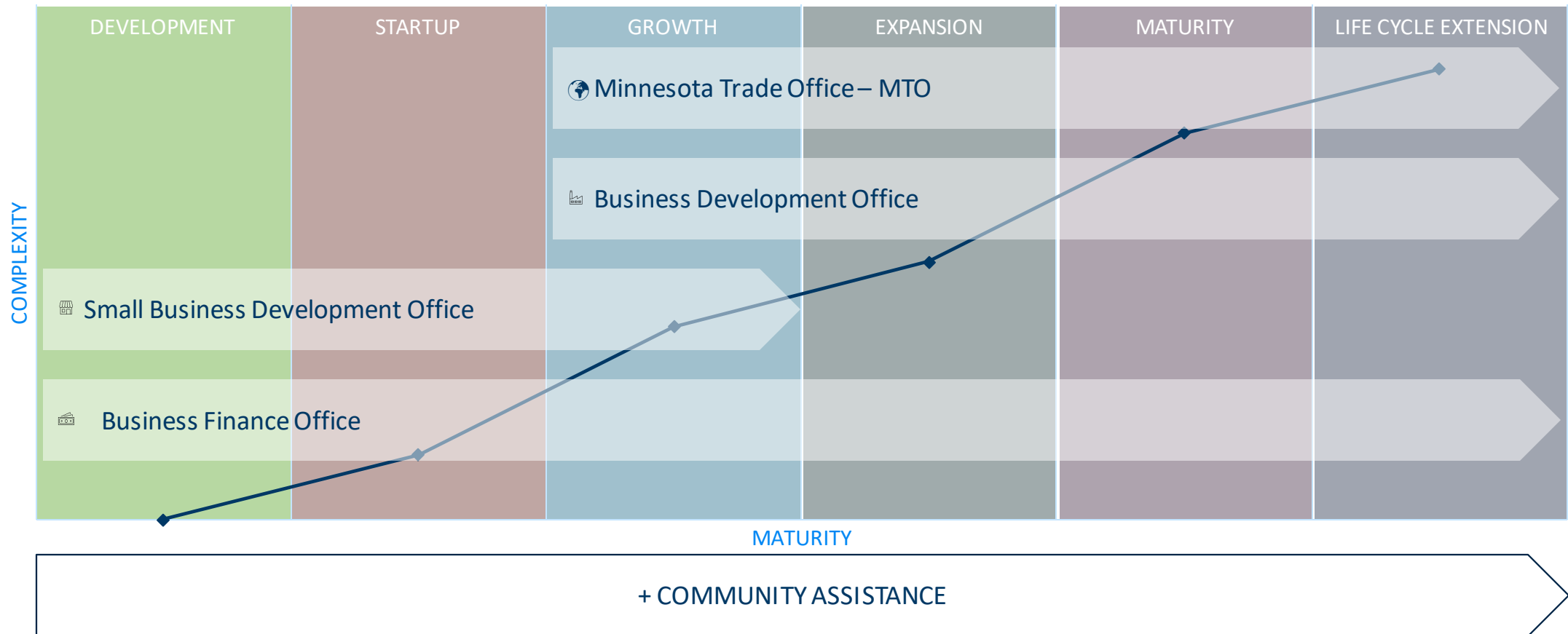


Growing and Expanding Your Business: Business Development Overview

Catalina Valencia – Executive Director, Business Development Office
Economic Development Division

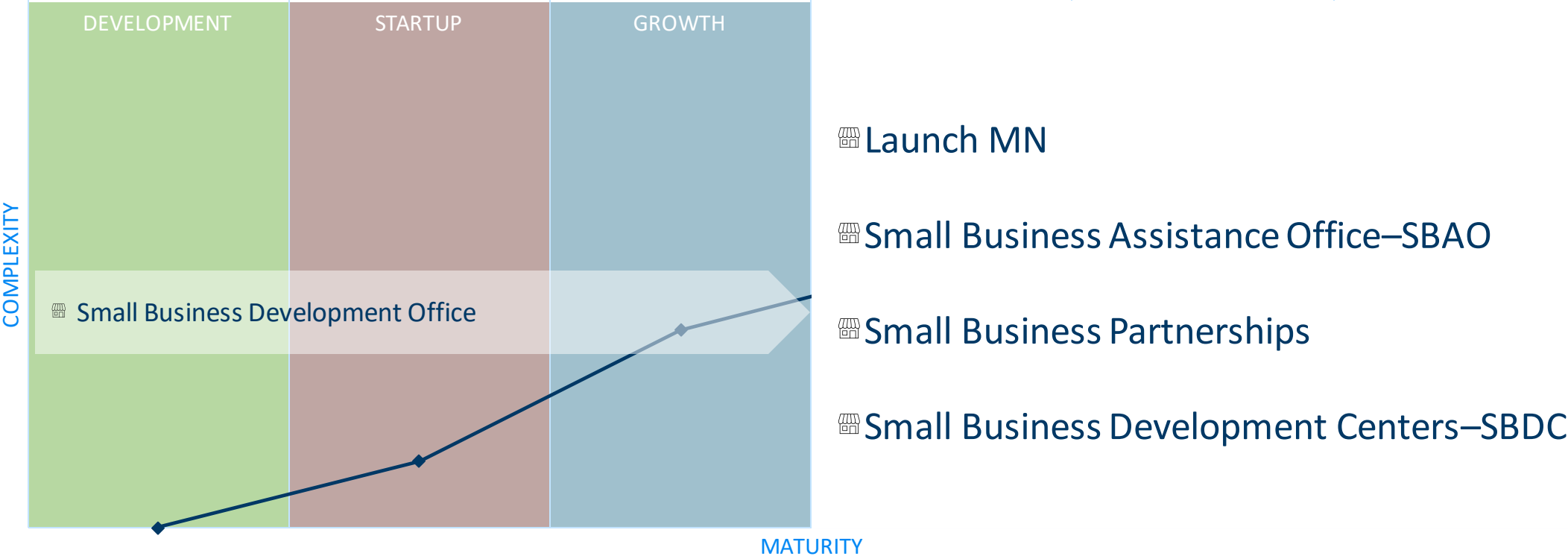
We assist businesses of any size and at every stage of their lifecycle, as well as the communities where they locate

BUSINESS LIFECYCLE



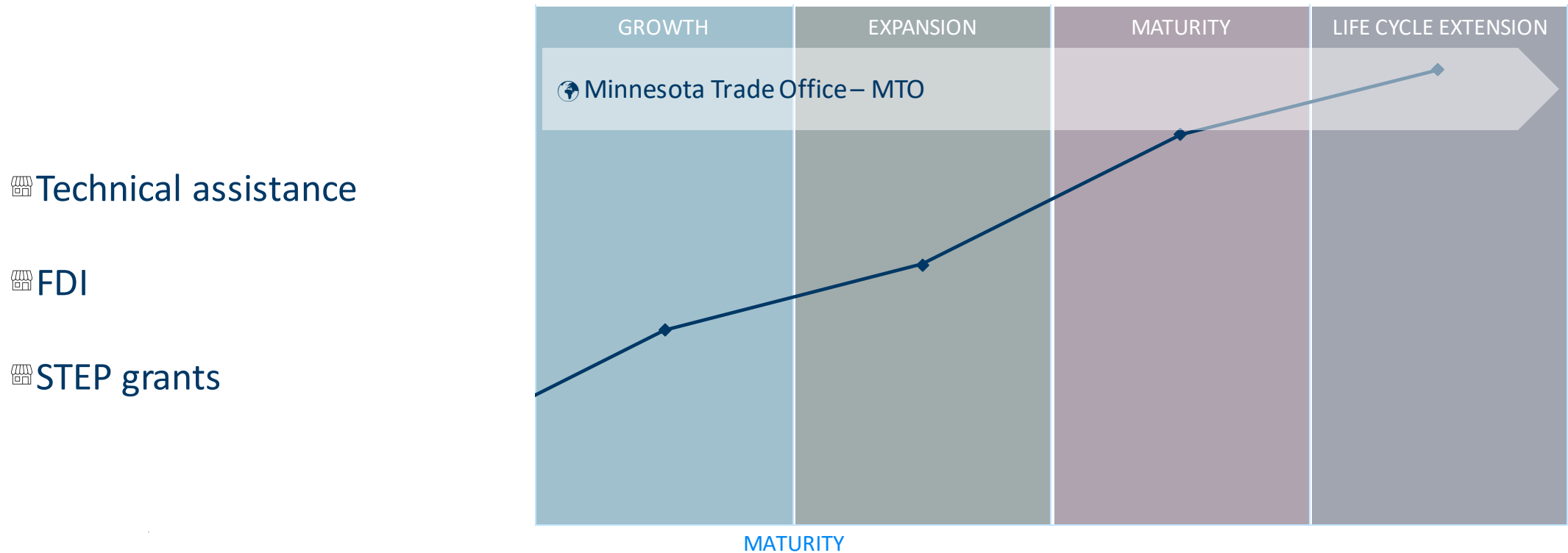
Small Business Development helps start-ups and small businesses by increasing capital, connectivity and capacity

BUSINESS LIFECYCLE

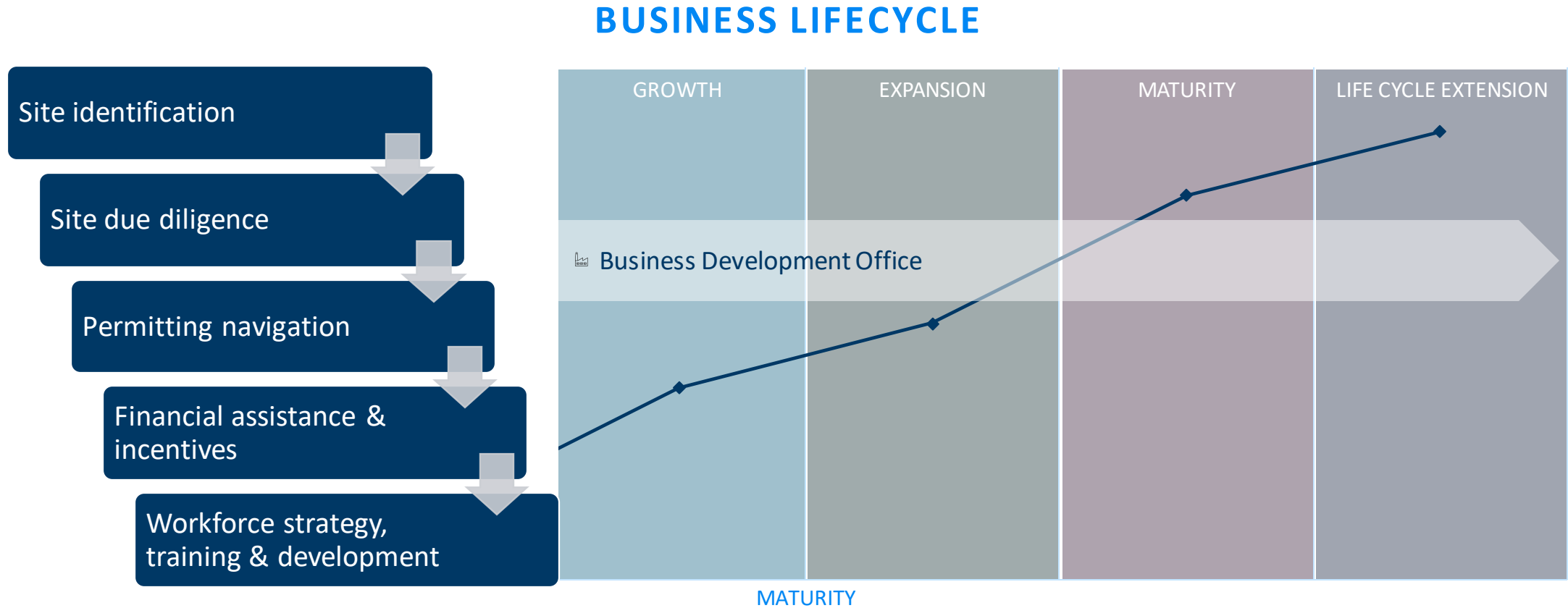


The MTO support businesses looking to expand globally and those seeking to expand or locate in Minnesota

BUSINESS LIFECYCLE



The Business Development Office supports companies seeking to relocate, consolidate or expand in Minnesota



Our business financing programs help companies and communities retain jobs and create new high-quality jobs

BUSINESS LIFECYCLE



- 💰 Launch Minnesota grants
- 💰 Emerging Entrepreneur Loan Program
- 💰 Small Business Credit Initiative (SSBCI)
- 💰 Minnesota Investment Fund (MIF)
- 💰 Minnesota Job Creation Fund (JCF)
- 💰 Minnesota Forward Fund (MFF)



The Community Finance Office provides financial assistance to communities for infrastructure projects that spur growth

BUSINESS LIFECYCLE



-  Small Cities Development Program
-  Infrastructure funding
-  Site cleanup and redevelopment
-  Innovative Business Development Public Infrastructure (BDPI) program
-  Greater Minnesota Business Development Infrastructure Grant Program
-  Transportation Economic Development Infrastructure Program (TEDI)



The Broadband Office connects stakeholders with each other and the resources they need to improve broadband access

BUSINESS LIFECYCLE



- 📶 Border-to-Border Broadband Development Grant Program
- 📶 Line Extension Connection Program

+ COMMUNITY ASSISTANCE – Office of Broadband Development

Thank You!

Catalina Valencia – Executive Director, Business Development Office

Economic Development Division

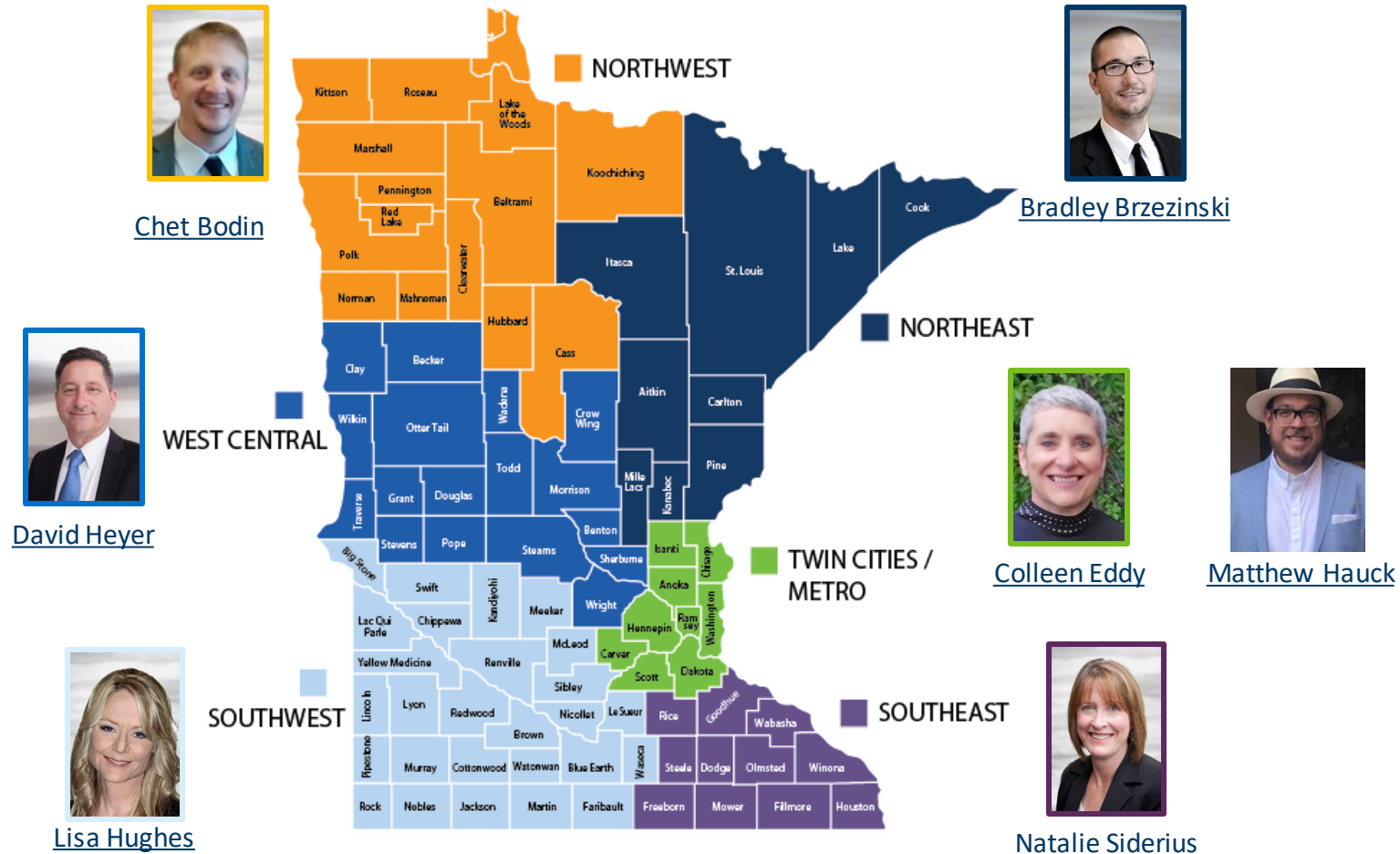
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Growing and Expanding Your Business: DEED Grants and Programs

David J. Heyer – Foreign Trade Zone & Business Development Manager
Economic Development Division

Our team aligns resources and works with partners all over the state to support business location & expansion efforts in your communities



DEED Grants and Programs

- Job Creation Fund (JCF)
- Minnesota Investment Fund (MIF)
- Automated Loan Participation Program
- Foreign Trade Zone



Thank You!

David J. Heyer – Foreign Trade Zone & Business Development Manager
Economic Development Division
david.j.heyer@state.mn.us



Growing and Expanding Your Business: DEED Training Grant Programs

Danielle Kressin – Grant Coordinator, MN Jobs Skills Partnership (MJSP)
Economic Development Division

Minnesota Job Skill Partnership Grant Opportunities

- MJSP provides grants to businesses, educational institutions, and nonprofit organizations to train or retrain workers, expand work opportunities and keep high-quality jobs in the state.
- Programs: Partnership, Pathways, Low Income Worker Training Program, Job Training Incentive Program, Automation Training Incentive Program

Partnership Program:

Act as a catalyst to bring employers with specific training needs together with educational institutions that can design programs to meet those needs.

- Grants of up to \$400,000 to educational institution
- Funds used to develop and deliver customized training
- 1:1 business match requirement (cash or in-kind)
- New or incumbent workers
- Emphasis on economic development, capacity building and economic opportunity
- 1 to 3 year projects

Job Training Incentive Program:

Provide grants to new or expanding businesses for the purpose of training new workers as quickly and efficiently as possible.

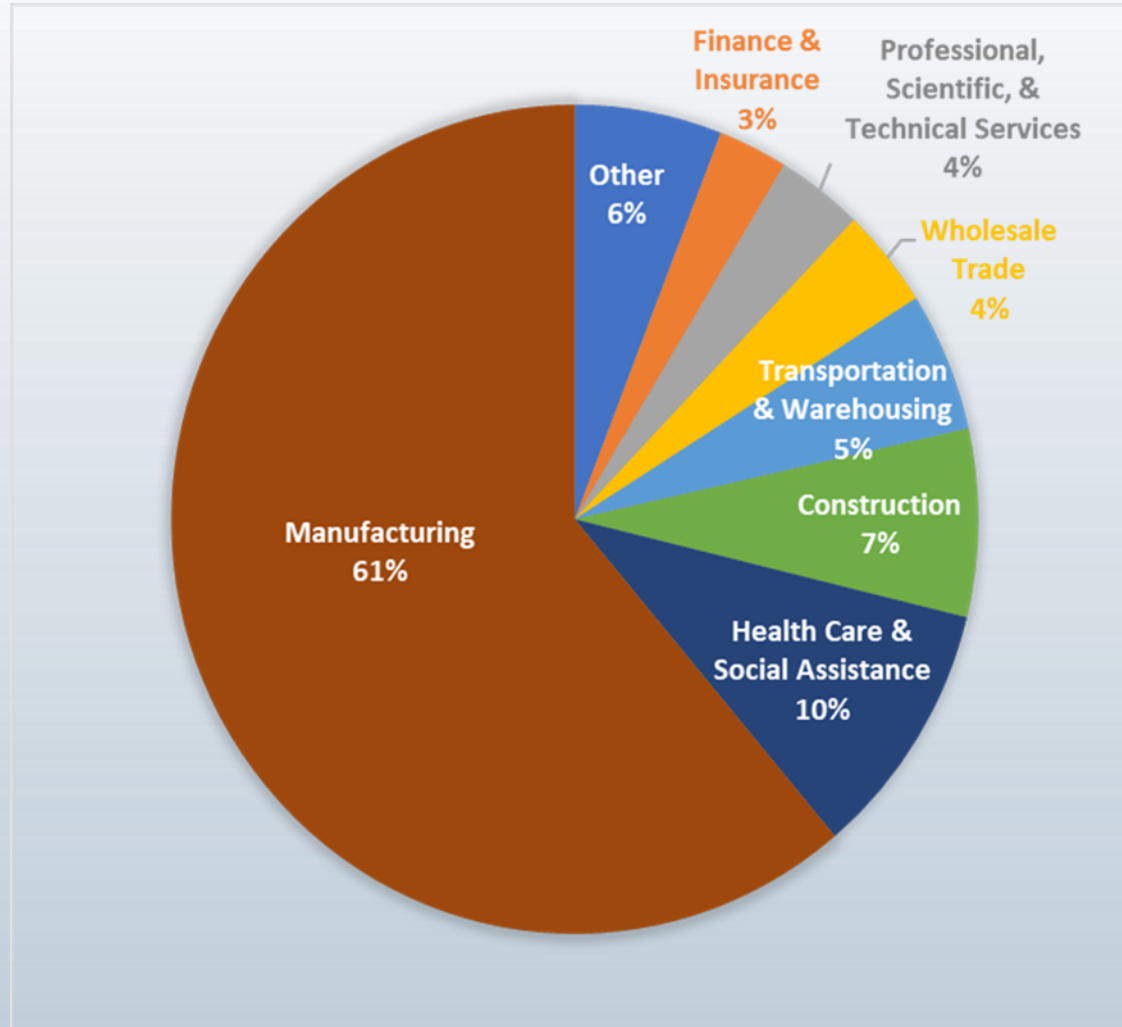
- Grants of up to \$200,000 to businesses located in Greater MN
- \$5,000-\$9,000 per new job
- Business must match the grant .5:1
- \$500 application fee
- New jobs must pay wages of at least 120% of federal poverty guidelines for a family of four
- Projects typically run one year
- Training provider: educational institution, consultant, equipment vendor, in-house, etc.
- Grant funds used for direct training costs
- Awarded on first-come, first-serve basis by Commissioner of DEED
- Progress reports every 6 months
- Payment is on a reimbursement basis at the end of the project

Automation Training Incentive Program:

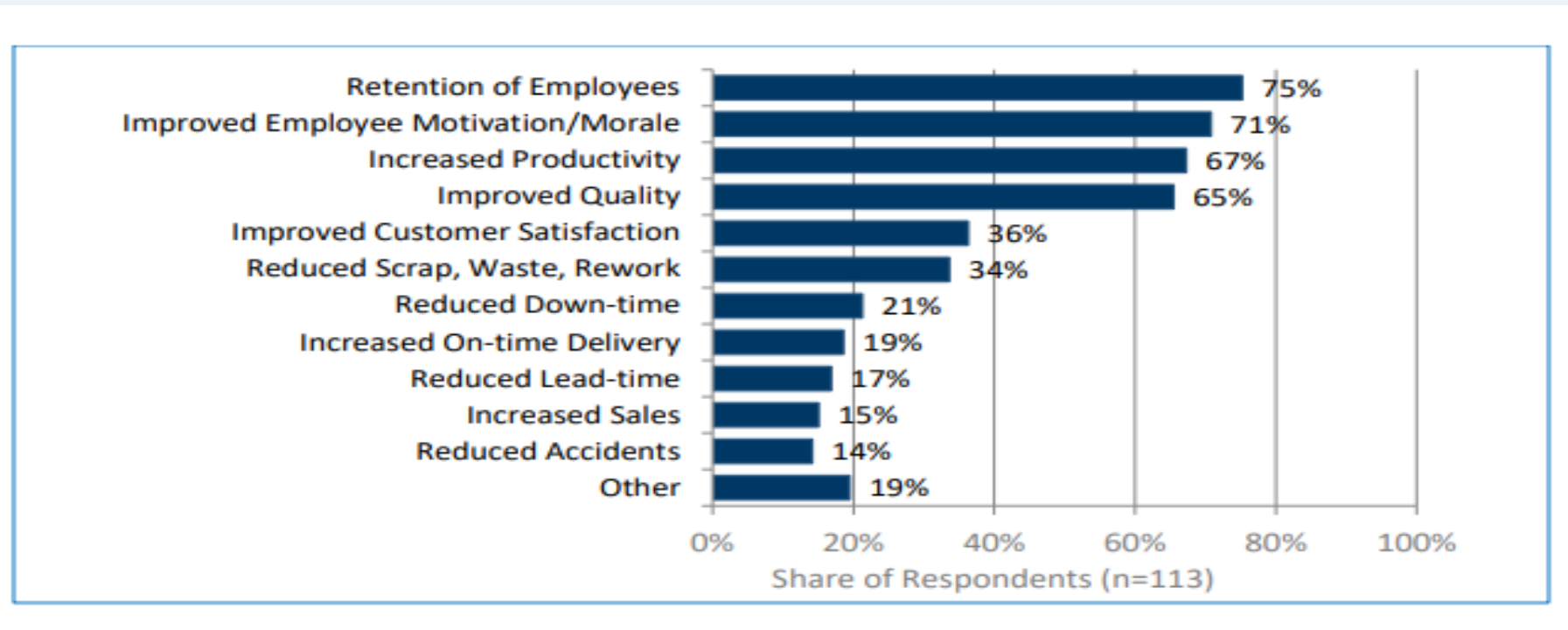
Provides training grants to assist small businesses located in Greater MN in the adoption of new automation equipment or technology.

- Grants of up to \$35,000 to businesses with 150 or fewer employees
- Up to \$5,000 per trainee
- \$500 application fee
- Jobs must pay wages of at least 120% of federal poverty guidelines for a family of four
- Grant funds are used to pay direct training costs
- Training provider: educational institution, consultant, equipment vendor, in-house, etc.
- Projects typically run one year
- Awards made on a first-come, first-serve basis by Commissioner of DEED
- Reporting requirements and reimbursement similar to JTIP

Industries



Business outcomes as a goal of their project



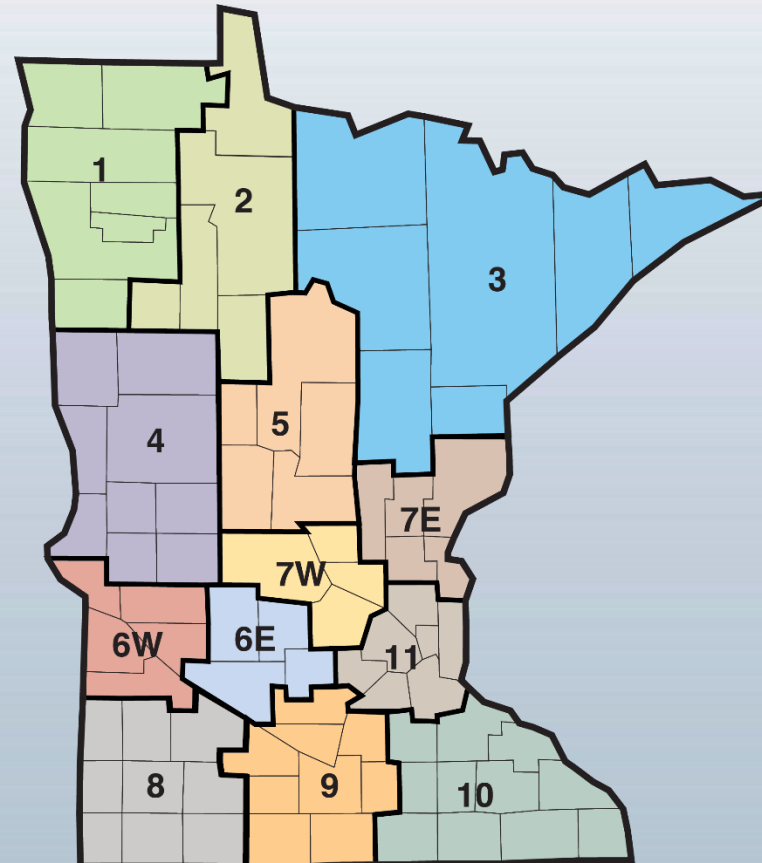
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Thank You!

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Employer Panelists



Charli Champagne
Workforce Development Manager
NFI Group



Linda Haensel
HR Director
Yanmar

Panel Discussion

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Next Session:

Caregiving and the Workplace –

What Caregiver Types Does Your Business Recognize

Wednesday, Aug 2

11:00 a.m. – Noon

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

Follow Your Heart to a Caring Career

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

- **July 13, 2-3 p.m. – via WebEx – meeting link on <https://www.careerforcemn.com/CaringCareerEmployerResources>**

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
- Share your related content on social using **#CaringCareerMN – so CareerForce and others can share your posts!**
- Utilize the occupational handouts in multiple languages
- 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

Caring Career Employer Resources page:

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

Follow Your Heart
to a Caring Career



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

#CaringCareerMN

CareerForce[™]
Minnesota's Career Resource

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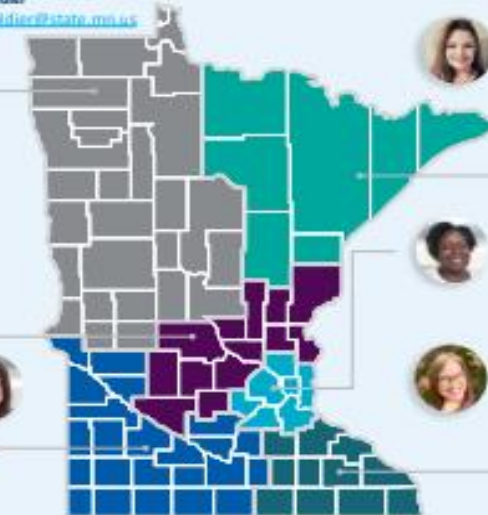
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Thank You!

UNPLUGGED – Q AND A

