

Meeting Minutes: Apprenticeship Advisory Board

Date: April 12, 2018
Time: 1:30 pm
Minutes prepared by: Denise Carrier
Location: Minnesota Room
Minnesota Department of Labor & Industry
443 Lafayette Road N
St. Paul, MN 55155

Attendance

Members Present:

Harry Melander
Jenni Blaylock
Laurie Warner
Todd Ferrara
Don Mullin
John Aiken – DLI
Tom McCarthy
Everett Pettiford

Members not present

April Schnell

Attendees:

Norma Miller – Mpls. Urban League
Jody Paulson – BAC Training Center
Tom Reger – Cement Masons Local 633
Michelle Dreier – MEA
Derrick Atkins – Mpls. JATC
Tom Westlund – ABC
Betsy Adamson – MNDLI
Dean Mills – LTC
Darcus Mitchell – MNDLI
Leslie Philmon – MNDLI
Gary Thaden – MMCA/NEEA
Larry Gilbertson – IWLU512
Jerry Griffis

1. Call to Order

Meeting was called to order by Chair Melander at 1:30 p.m.

- A. **Roll Call** – Chair directed that the record note those members in attendance.
- B. **Announcements** – No announcements.

2. Approval of Proposed Agenda

A motion was made to accept the agenda as presented, and seconded. Agenda approved motion offered by Ferrara, 2nd by all. Agenda approved without objection.

3. Approval of Previous Meeting Minutes from January 24, 2018

A motion was made and seconded to accept the January 24, 2018 meeting minutes as presented. No corrections, errors or omissions. Minutes approved unanimously.

4. Old Business

No old business.

5. New Business

A. Registered Apprenticeship Report:

Apprenticeship Director John Aiken reported the following:

Aiken delivered his State of Apprenticeship in Minnesota report to the board providing updated participation levels and demographics. He discussed four strategies related to ongoing quality apprenticeship development and technical assistance.

STRATEGIES:

1. Expand registered apprenticeship as an effective employment-based tool to develop a 21st Century workforce.
2. Develop and oversee registered apprenticeship programs.
3. Promote workforce diversity through registered apprenticeship programs.
4. Ensure portability and support the career development continuum for apprentices and graduates.

Projects, Initiatives and Tactics:

- Communications, Engagement & Development
- Process Improvement
- Strategic Planning & Training
- Grant Administration
- Operations & Technical Support
- Branding and Communications
- Employer and Stakeholder engagement
- Apprentice Engagement
- Pre-apprenticeship-orientation pathways

Key Apprenticeship Minnesota Stats:

- 1,433 Graduations: Decade High
- 3,694 Newly Registered Decade 2nd Highest Record
- 5 years of +3,000 new apprentices registered annually
- Minority Participation Rate: 20%

- Women Participation Rate: 7%
- Veteran Participation Rate: 6.7%

Engagement & Communication:

Aiken reported that Apprenticeship Minnesota is committed to sharing the success of the workforce development model of apprenticeship and connecting workers and employers to resources. Apprenticeship Minnesota is engaged with communications and marketing firm, Russell Herder, to develop a professional communications plan and strategies to brand Apprenticeship Minnesota, communicate its benefits to employers and to workers. Roll out of these communications strategies have begun and include videos, social media, earned media and new online content. Aiken invited everyone to visit apprenticeshipmn.com for more information.

Apprenticeship Summit:

Aiken shared that the Apprenticeship Summit was held on March 7, 2018 at the Earle Brown Center in Brooklyn Center.

Goals & Outcomes:

1. Attendance: (545 Registered) 402 Attended
2. A day of educational and networking opportunities celebrating the success of Apprenticeship in Minnesota.
3. The summit showcased best practices and explored strategies to successfully expand Apprenticeship to build Minnesota's 21st century workforce.

Audience Attendees:

Employers, Employer Associations, Education Providers, Community-based, government, other.

Survey of Attendees Conducted:

Aiken reported that the Summit received high marks
476 were surveyed, 88 responded, 18% response rate. 80% was the rate of the event overall.

DEVELOPMENT:

Minnesota Apprenticeship Initiative:

Aiken said that a \$5M Grant was awarded by the USDOL over 5 years to Minnesota to expand registered apprenticeship as a workforce development tool in five industries: advanced manufacturing, agriculture, health care services, information technology, and transportation.

Grant Partner: Department of Employment & Economic Development

Grant Term: October 2015 – September 2020

Grant Goal: 1,000 Registered Apprentices

Aiken reported that Apprenticeship Minnesota welcomed 8 new apprenticeship programs since the board last convened.

Grant Continuation Funding:

APEX II – deadline to apply is April 23

Award:

Aiken said that Apprenticeship Minnesota received a PROGRESS MINNESOTA award by Finance and Commerce News this month. The Progress Minnesota awards program recognizes individuals, companies and organizations that drive Minnesota into the future through economic development, entrepreneurship, technological innovation and workforce development.

B. Discussion and Approval of Registered Apprenticeship Report

A motion was made to accept Aiken’s report as given and 2nd. All were in favor.

C. Construct Tomorrow Update

Larry Gilbertson, ACAM President

Gilbertson reported that they have had 3 events since the board met. 1/16/18 St. Cloud State University, 2/22/18 Hinckley Grand Casino, 2/27-28/18 Duluth at the Deck, yesterday Cooper HS in Robbinsdale.

Construct Tomorrow Stats:

- 31st Event since 2013
- Seen 250 Schools
- 300 Cities
- 20 different locations
- 13,000 Students

D. Apprenticeship Coordinator’s Report

Larry Gilbertson, ACAM President

Gilbertson reported they had an injured apprentice fund raiser at Mancini’s. They raised about \$5,000. A lot of their money comes from union halls, supporters, and raffle tickets that they sell. Gilbertson said they have been working with North Hennepin Community College and they will now be accepting their apprenticeship credits that they can turn into college credits for the MNSCU system at a discounted rate. Several trades have been working together to design different ways they can teach about the trades. They have an ACAM golf tournament fundraiser on May 30, 2018. The ACAM Sporting Clays is on Saturday, September 8, 2018.

6. Next Meeting

Date: Wednesday, July 18, 2018
Time: 1:30 pm
Location: MN Dept. of Labor & Industry, Minnesota Room

7. Adjournment