

**positively**

**Department of Employment  
and Economic Development**

*Minnesota*

**Minnesota Competes**

# Forces Driving Competition

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- Demographics
- Rise of the Far East
- Policies of Nations (free-market economic systems)
- Technology
- Knowledge economy

# Minnesota Accomplishments

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- Integrated services delivery early on with WIA, Wagner-Peyser, TANF, and Rehabilitation Services and required all partners to operate through the WorkForce Center System.

# Minnesota Accomplishments

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- Required boards to identify WorkForce Center Manager and signed staffing agreements between state, counties, and non-profit organizations.
- Trained local boards on demand-driven strategies.

# Minnesota's Accomplishments

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- Redirected 1/3 of Wagner-Peyser Resources to build a strong Business Services Branch.
- Required local boards to identify key businesses and write a business plan that business services staff implemented.

# Minnesota Accomplishments

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- Merged workforce department with economic development.
- Cross trained business services staff with economic development staff.
- Implemented a Business Customer Relations Management System shared with economic development, business services staff and Chamber of Commerce.

# Minnesota Accomplishments

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- State agencies are meeting regularly to align their resources.
- K-12 writing articulation agreements with community colleges.
- Education, economic development and workforce development state level officials are aligning resources around sector and industry cluster strategies.

# Challenges for Minnesota

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- Grandfathered in existing local boards and geo-political boundaries.
- Grandfathered in ability for local boards to run programs.
- One-stop operators are staff of the local boards and also operate TANF.
- Executive Director of boards are engaged in operations rather than being strategic.

# Minnesota's Challenges

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- Local Boards are not widely known.
- Local Board's influence is minimal.
- Real strategic economic outcomes have not occurred.
- Boards have trouble keeping business membership because they are not strategic.

# Minnesota Challenges

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- Infrastructure cost is eating up valuable resources.
- Little money is spent on training.
- Training outcomes are not strategic (don't line up with local board's business plans).
- State Board has few private sector members.

# Minnesota Opportunities

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- Require regional planning and drive real change through regional leadership.
- Align State agency top leaders on regional strategies and vision.
- Invest in knowledge based workers for state government to build the knowledge necessary for cluster studies and sector strategies.

# Minnesota Strategy Without Re-authorization

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- Convene eight Minnesota Competes forums across Minnesota (completed)
- Engage in regional planning.
- Adopt Industry Cluster and Industry Sector strategies.

# Minnesota Strategies without Re-authorization

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- Encourage regional leadership to arise which defines the region and the strategies for economic prosperity.
- Align education, economic development and the workforce development resources with these strategies.
- Reward regions with incentive money to further develop their strategies.
- Measure real economic change.

# Minnesota Strategies Without Re-authorization

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- Get commitments from business leaders to invest in regional planning and allow business to drive regional industry sector/cluster strategies.
- Encourage financial contributions from business leaders to implement their workforce development strategies.

# Barriers to Change

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- Legislative leaders succumb to lobbying for a piece of existing resources at state and local level that may not match regional strategies.
- Vendors lobby for continuation of existing resources to fund their services.

# Advice for Real Change

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- Let Private Sector lead
- Don't worry about WIA legislation but move forward without it.
- Find other philanthropic or private sector resources to affect outcomes.
- Tie existing resources in when appropriate but don't base strategies on their existence.
- Find ways to reward innovation.