



November 15, 2023

Workforce and Economic Development

# Workforce and Economic Development as an Ecosystem

Working Toward a Vision

MINNESOTA STATE

# The Ecosystem

<b>Workforce Development</b>	<b>Economic Development</b>
<p>At its core, workforce development focuses on assisting individuals with identifying jobs that match their skills, aptitudes, interest and abilities, and understand how to improve their skills for career advancement opportunities.</p>	<p>Economic Development is programs, policies or activities that seek to improve the economic well-being and quality of life for a community.</p>

# Question to consider during conversation

- » Minnesota State has an opportunity to build the future framework of workforce and economic development with projects like CHIPS and MedTech 3.0. What ideas or thoughts do you have as a Board of Trustees and Presidents to craft that vision?
- » How do we best approach this work as a system while at the same time supporting the autonomy of the campuses?
- » What insight can be shared as to how we achieve transformation to meet the needs of employers through a collaborative mindset?



EMPLOYMENT AND  
ECONOMIC DEVELOPMENT

# MINNESOTA STATE BOARD OF TRUSTEES / LEADERSHIP MEETING

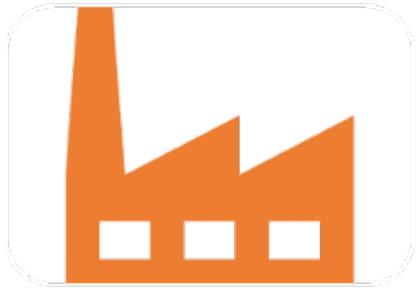
Kevin McKinnon | Deputy Commissioner



# Economic Development and Research

- Division: 140 staff, responsible for over 35 programs
- Current budget: \$2 billion (\$1.35 billion state GF, \$780 million federal funds)
- Business Units:
  - Broadband
  - Business Finance
  - Business Development
  - Community Finance
  - Economic Analysis/Labor Market Information
  - MN Trade Office
  - Small Business Development

# Current Pipeline



**143**

Opportunities

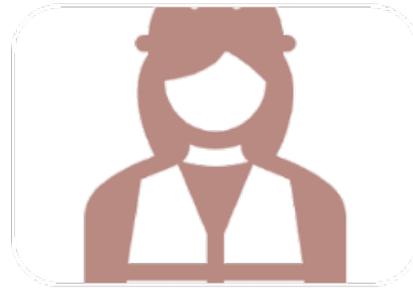
(+23%\*)



**~\$30B**

CAPEX\*\*

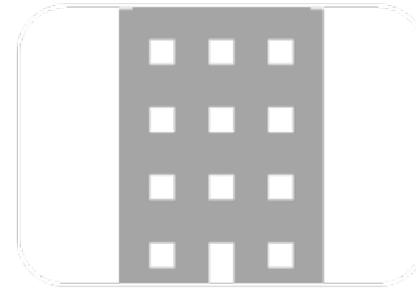
(+148%\*)



**>12K**

Jobs\*\*

(+16%\*)



**83%**

Company  
Driven

(7%\*)



**30%**

Innovative  
Industries

- Industry sectors we are working opportunities on are very diverse, with food industry, chemical manufacturing, and fabricated metal product manufacturing being the top industries
  - 81% of the opportunities we have in our pipeline are in manufacturing, reinforcing once more Minnesota's manufacturing strength and dominance.
- Opportunities in clean tech and data centers, have shown an increase. The SAF and the Data Center Tax Credit are important drivers that help put Minnesota on the radar.
- Although our competition is not always known, those opportunities we have information from (48%), show our neighboring states being our main competitors (SD, WI, IA, ND), followed by GA, NC and TX.
- Large investments seeking ready sites and skills in labor market
- Natural resource intensive, large utility demands, speed to market

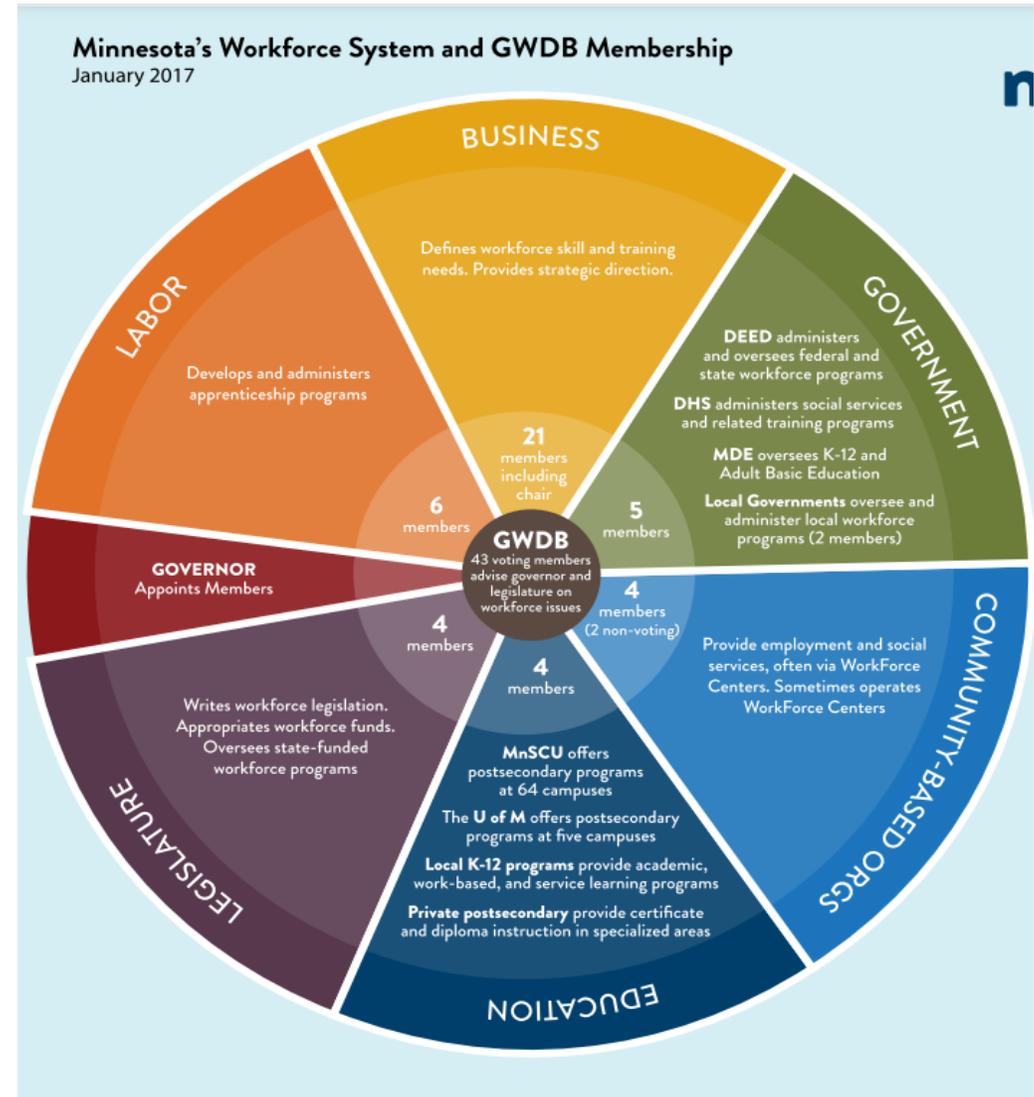
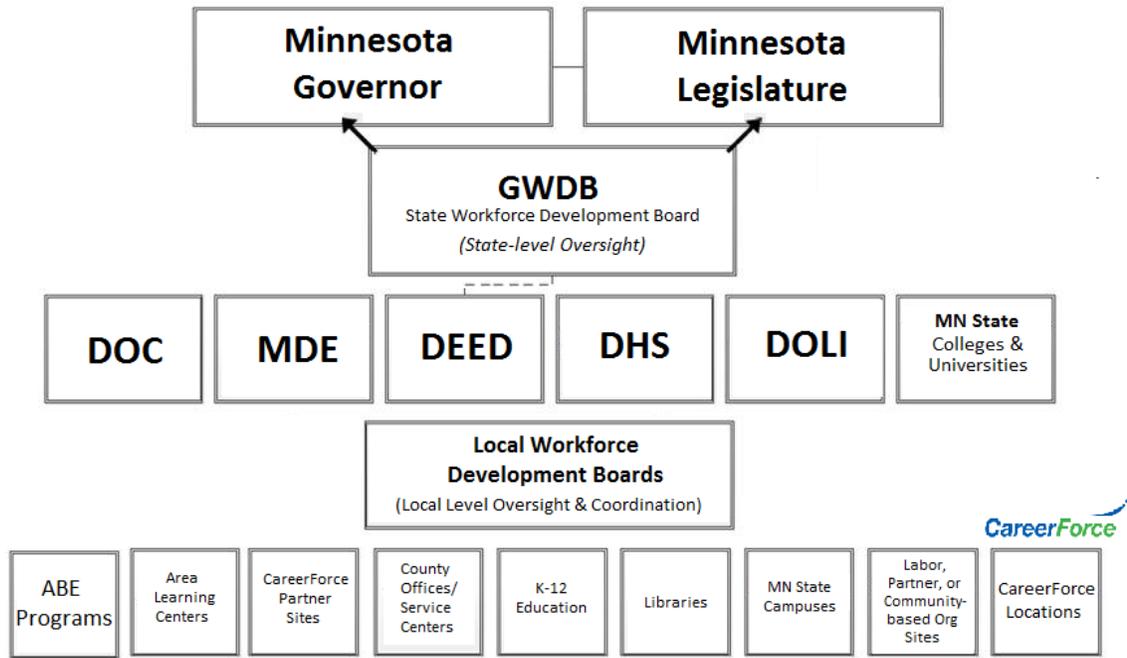


# Strengthening Workforce System Coordination

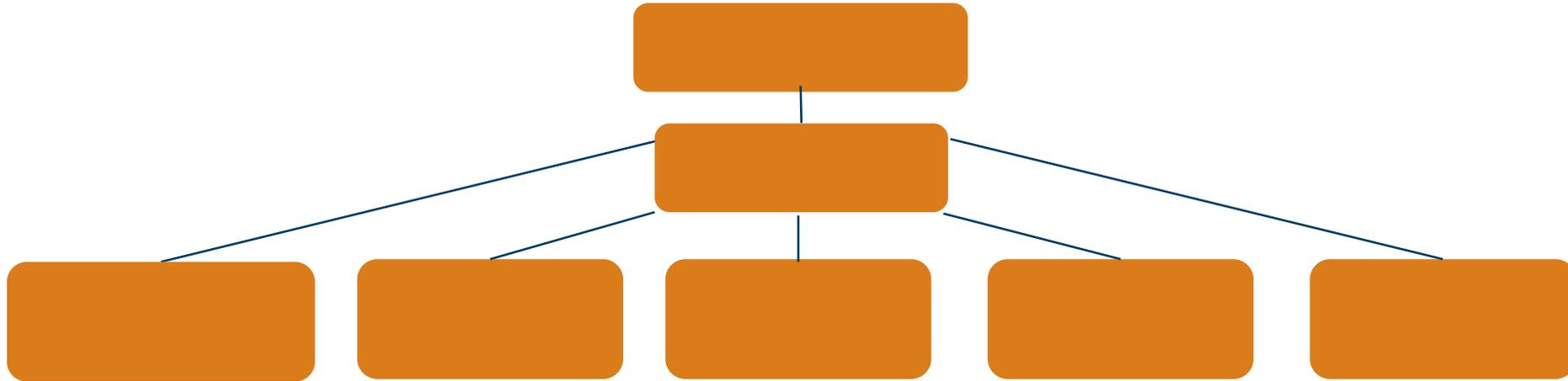
Katie McClelland | Governor's Workforce Development Board Director



# Governor's Workforce Development Board (GWDB)



# Governor's Workforce Development Board (GWDB) Committee Structure

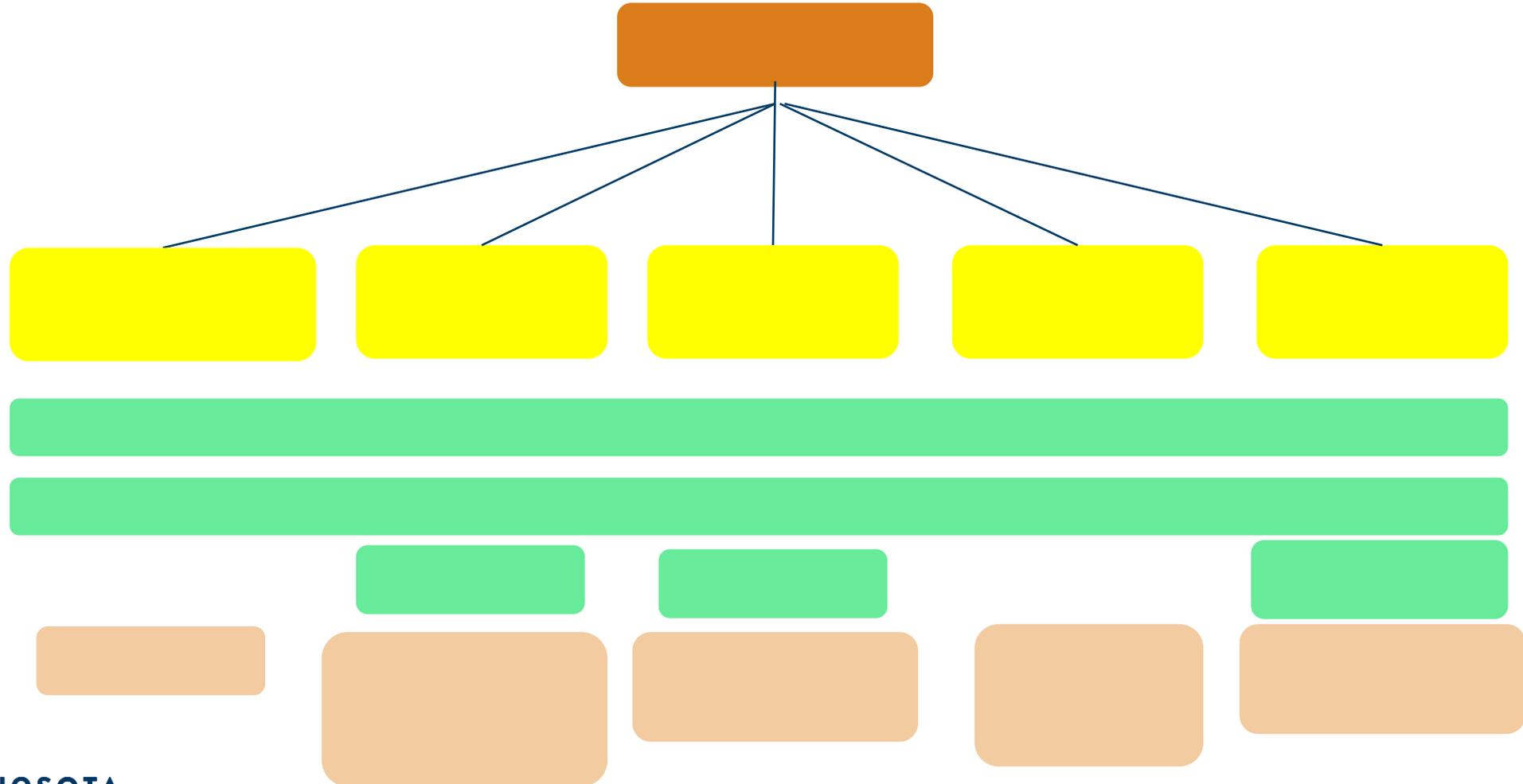


**Goal: Better leverage the GWDB and its members to support a more aligned workforce system that meets the needs of career seekers and employers statewide.**

**We're doing this by:**

- Involving more state agency/system partners in the GWDB's work
- Elevating voices and perspectives of partners from outside of government and subject matter experts outside of the GWDB
- Increasing focus on specific sectors/industries with greatest potential for MN's economy

# Industry Partnership State Agency and State/Federal Grant Alignment



# GWDB CHIPS Partners

GWDB Overseeing Project and Partners  
DEED Workforce Strategy Consultant Project Manager





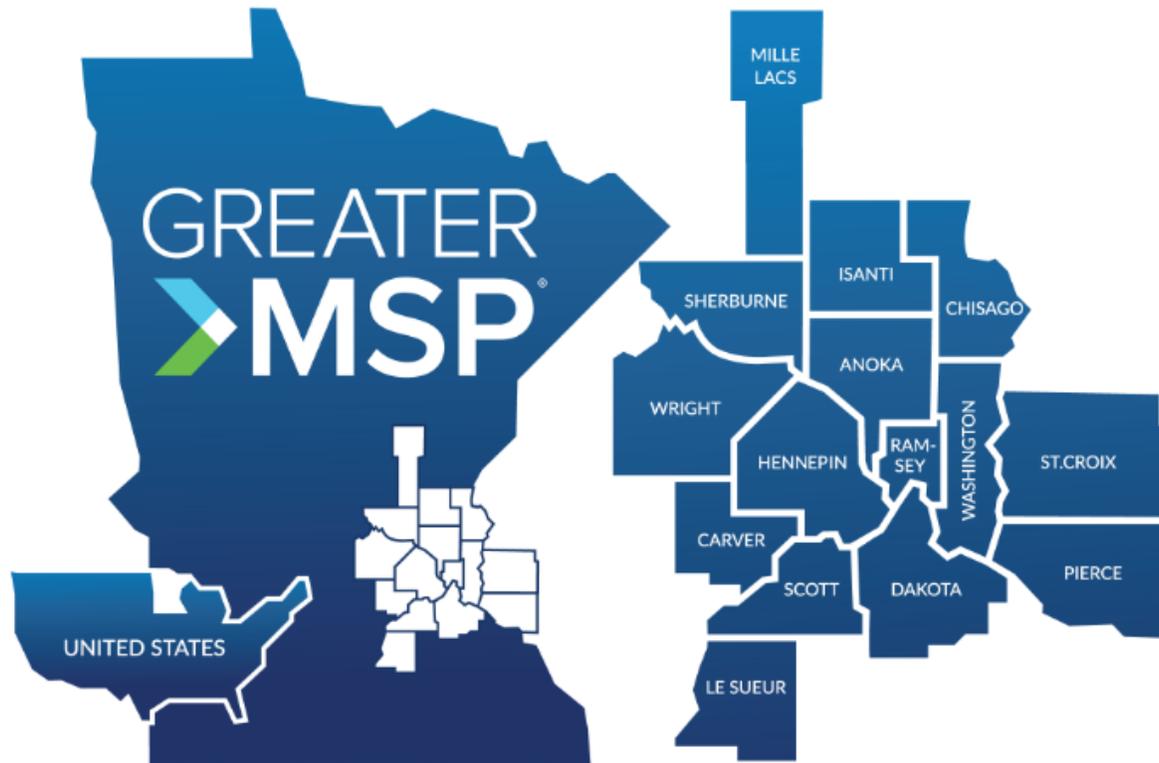
# GREATER MSP

One Region. One Team.



# GREATER MSP Region

## SECTORS OF STRENGTH



FINANCIAL SERVICES



ADVANCED MANUFACTURING & TECHNOLOGY



HEALTH & LIFE SCIENCES



HEADQUARTERS & BUSINESS SERVICES



FOOD & WATER SOLUTIONS

# GREATER MSP Partnership | Regional Economic Development

## WHY

Our mission, vision & values

### REGIONAL VISION

The Greater MSP Region leads the world in inclusive economic growth by welcoming all, empowering talent & igniting innovation.

### PARTNERSHIP MISSION

The GREATER MSP Partnership will accelerate regional competitiveness and inclusive economic growth through job creation, capital investment & execution of strategic initiatives.

### VALUES

Accountability, Alignment, Inclusion, Innovation, Transparency

## WHAT

The region's economic strategy



## HOW

Our structure & capabilities to act and implement the strategy



# Growing the Economy

Leaders and organizations collaborate through the **GREATER MSP Partnership** to build the regional economy. Projects align existing partners and their capabilities to the scale of the global economic opportunity, starting with market demand

*Example:*  
**MINNESOTA  
CHIPS  
COALITION**



**Industry-Led Hub**

Semiconductor manufacturers and suppliers like Polar, Skywater, Seagate, and many others



**Applied**

Industry leaders have submitted applications to the federal government for CHIPS Act funding



**Next Phase**

Coalition is determining how to structure itself for long-term to grow broader industry ecosystem



**Talent Strategy**

GWDB led the creation of a workforce plan for doubling Minnesota's workforce

*Example:*  
**MINNESOTA  
MEDTECH 3.0**



**Industry-Led Hub**

Medical device manufacturers, healthcare providers, insurers, HealthTech, and private equity



**Won**

Regional proposal won designation as a U.S. Tech Hub by the White House and Department of Commerce



**Next Phase**

Cross-sector coalition is designing regional strategy to commercialize MedTech with federal funding



**Talent Strategy**

GWDB will lead development of NextGen Talent Strategy for U.S. Economic Development Admin.

*Example:*  
**SUSTAINABLE  
AVIATION  
FUEL HUB**



**Industry-Led Hub**

Delta Airlines, Ecolab, Xcel Energy, Bank of America, agriculture companies, and more



**Incentive**

State government provided a market-leading incentive to build a SAF economy in Minnesota



**Next Phase**

Organizations are working together to quickly scale using existing feedstock & capabilities



**Talent Strategy**

On the medium-term horizon, partners will need to outline a talent strategy for this new industry

# Workforce and Economic Development at the Campus

## Examples of work at the local level:

- » Hennepin Technical College
- » Dakota County Technical College and Inver Hills Community College
- » Minnesota State Engineering Center of Excellence



# Minnesota State Engineering Center of Excellence

## Experiential Learning: Bridging Dreams to Careers

- » In the dynamic landscape of STEM education, our Experiential Learning initiatives serve as a bridge between academic aspirations and real-world careers. By fostering skill development, inspiring interest in STEM fields, and connecting individuals with opportunities, we shape the next generation of innovators and problem-solvers.

## Highlights

- » Engineering Machine Design Contest: Sparks creativity and problem-solving skills
- » MN Science Fair: Platform for showcasing scientific acumen
- » Grants – America's Cutting Edge (ACE): Empowering innovation through financial support

# Minnesota State Engineering Center of Excellence

## Workforce Preparation: Forging Future-Ready Professionals

- » Our Workforce Preparation programs empower both learners and educators with the skills and knowledge needed for the demands of today and tomorrow's job market.

### For Learners:

- *Engineering Lean Curriculum*: Streamlining education for practical application.
- *Engineering Curriculum*: A comprehensive foundation for in-demand careers.
- *Industry 4.0 Curriculum – Siemens Corporation*: Aligning education with cutting-edge industry standards.

### For Educators:

- *Mechatronics Quality Assessment System*: Ensuring high-quality education delivery.
- *Professional Development for STEM Educators and Engineering and Engineering Technology*: Equipping educators to shape the workforce of the future.

# Minnesota State Engineering Center of Excellence

## Advisory Boards: Navigating the Future Together

- » Our active participation in advisory boards across diverse sectors strengthens the Workforce Economic Development Ecosystem, fostering collaboration, mentorship, and alignment with industry needs.

### Key Boards:

- *Board of Directors:* ASEE CIP, MN SkillsUSA, Siemens Academic Advisory Board, MFSO
- *Academic Advisory Board:* Hennepin Technical College, Century College, Winona State University, Minnesota State University, Mankato
- *STEM Ecosystems:* SciMathMN.
- *Industry:* CHIPS for America, Minnesota Statewide Tour of Manufacturing, Tour of Manufacturing of South Central Minnesota



## MINNESOTA STATE

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