

NORTHSPAN

**ENGAGE & ELEVATE**

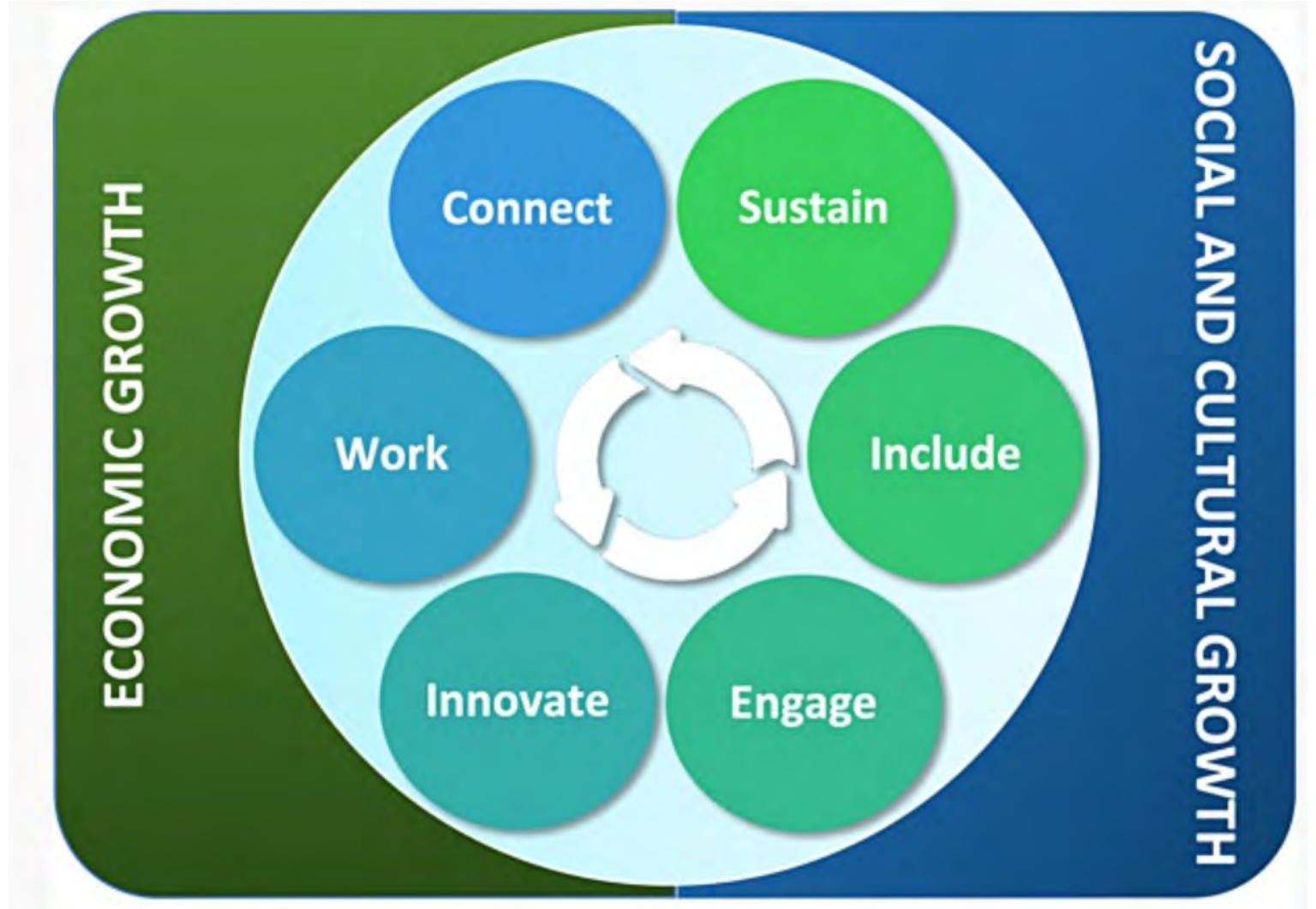


It Takes a Village  
Thursday, June 2, 2022 | 2:15PM – 3:15PM

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# Our Why

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A top-down view of two white ceramic coffee cups with black rims, filled with a brown beverage. Each cup has two heart-shaped marshmallows floating on the surface. The cups are placed on a light-colored wooden surface with horizontal planks. The text 'Welcoming Community Programming' is overlaid in white on a dark grey background that covers the lower half of the image. An orange horizontal bar is at the bottom.

# Welcoming Community Programming

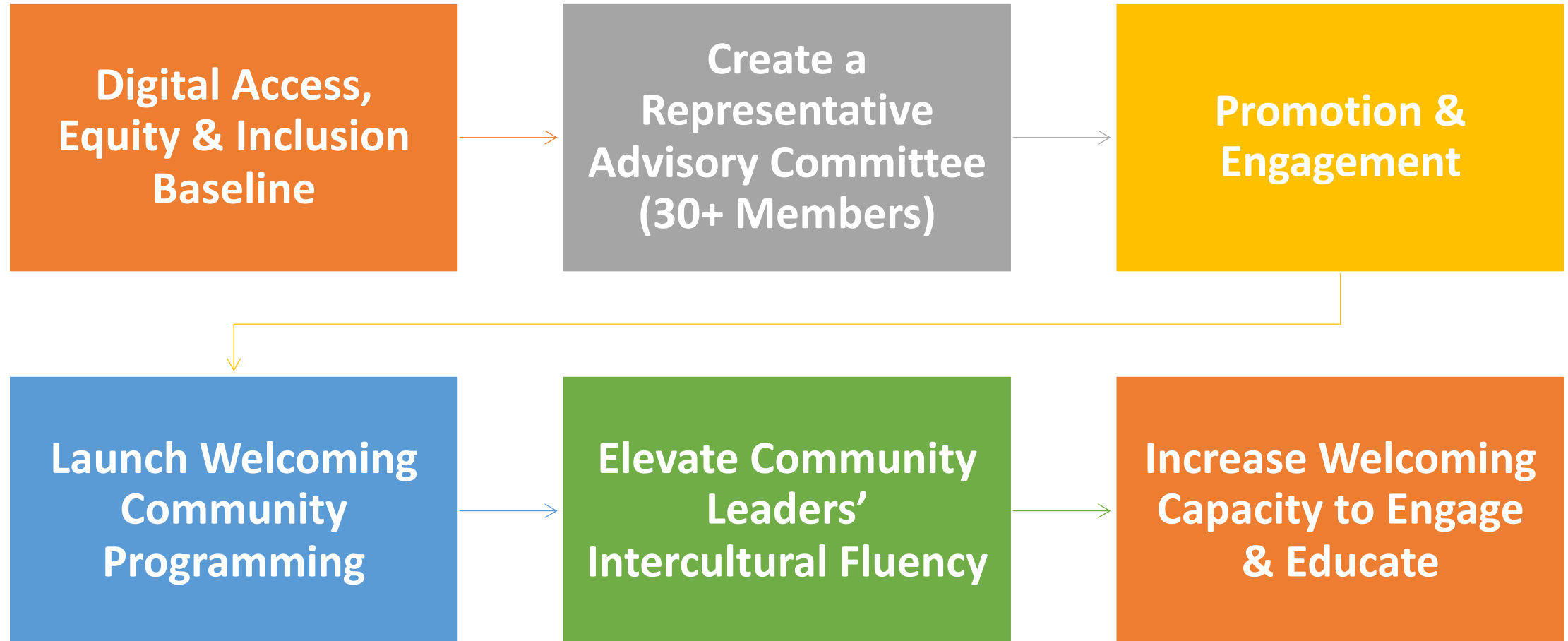


# Welcoming Community

Programming to determine how we might position Northeast Minnesota for success by providing programming and resources to:

- elevate digital access equity & inclusion
- create welcoming communities,
- increase cultural fluency,
- and retain & attract a knowledge workforce.

# Welcoming Community Program Goals



# Welcoming Community Programming



Delivering a Northeast Minnesota Equity Summit



Building off Equity Summit participation, launching our Equity Learning Cohorts



Identifying & increasing cultural fluency trainers/capacity in the region



Enhancing cultural fluency training opportunities



Attracting & retaining knowledge workforce



Creating partnerships to support BIPOC shared leadership and capacity-building opportunities led by BIPOC in our region



Researching and sharing to advance DEI-related policies across the region

# What's Been Happening?

Regional Welcoming Conversations

Built a 30+ Advisory Committee

Equity Summit

Student Connect Program Learning Sessions and Business Meet and Greet

Compiling & Analyzing Broadband Data And Studies

Inclusion Learning Cohorts Planning

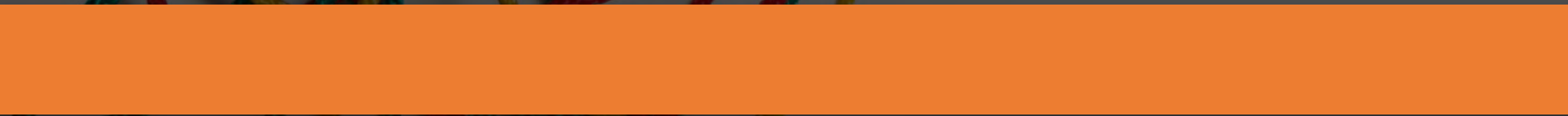




NE MN Equity Summit  
366 registrants  
Over 220 participants



# World Café Jamboard



# Jamboard Themes | WHAT IS WELCOMING?

When you think of a "Welcoming Community", what do you see, hear, smell, taste, and/or feel?



# Jamboard Summary: What is Welcoming?

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Positive Interactions with Neighbors / Community Members

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Public Representations of Diversity

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Spaces of Belonging and Inclusivity

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Clean and Well-Functioning Community Infrastructure

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Evidence of Happiness / Kindness

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Visibility of Children Playing

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Sharing Among Community Members

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Safety

# Which statement best describes welcoming to you?



# What is Welcoming?: Our Top 4!

Positive Interactions with Neighbors/Community Members **28%**

Public Representations of Diversity **22%**

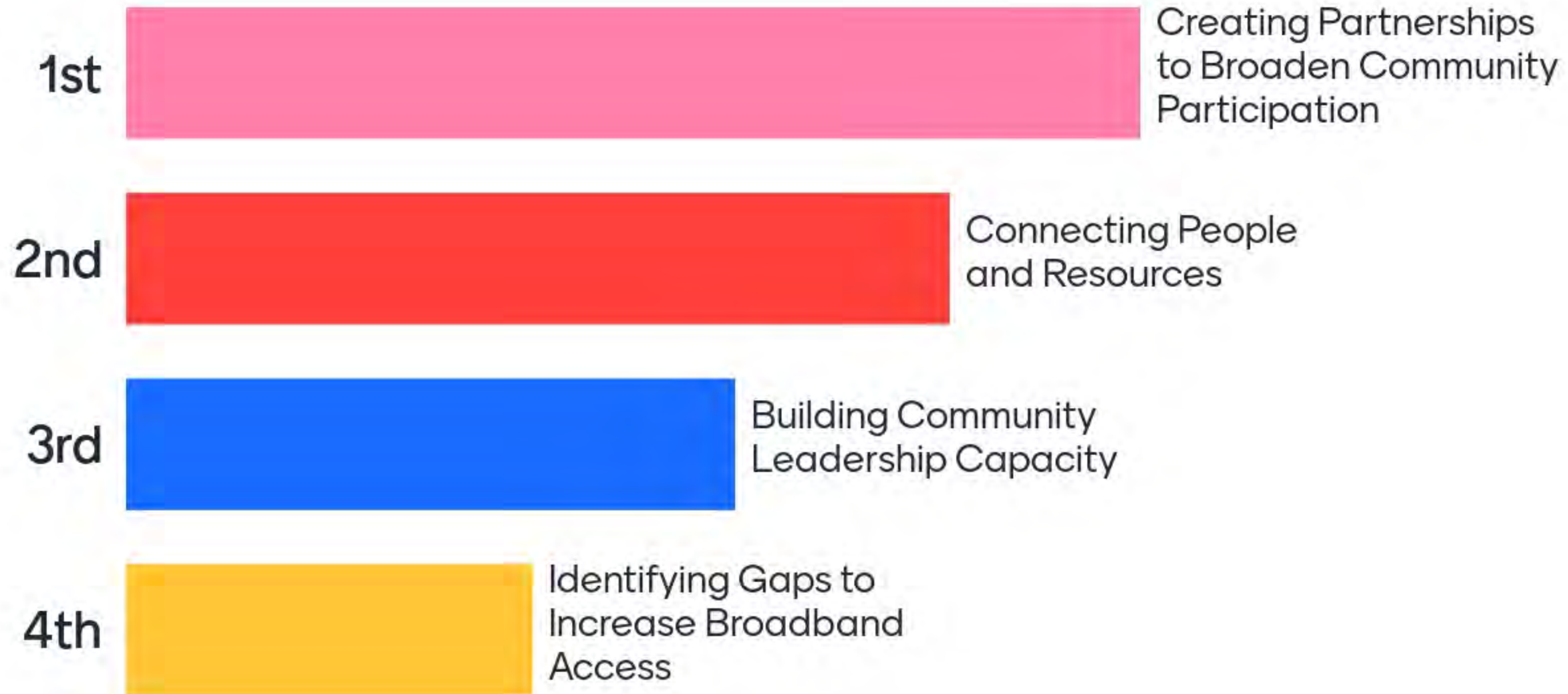
Spaces of Belonging and Inclusivity **18%**

Clean and Well-Functioning Community Infrastructure **16%**

# 2022 Welcoming Community Action Plan

Building	Creating	Connecting	Identifying
Building Community Leadership Capacity	Creating Partnerships to Broaden Community Participation	Connecting People and Resources	Identifying Gaps to Increase Broadband Access

# Which welcoming action is most needed in your community?





# (1) Building Community Leadership Capacity

Inclusion Learning Cohorts

Intercultural Development  
Inventory Offerings

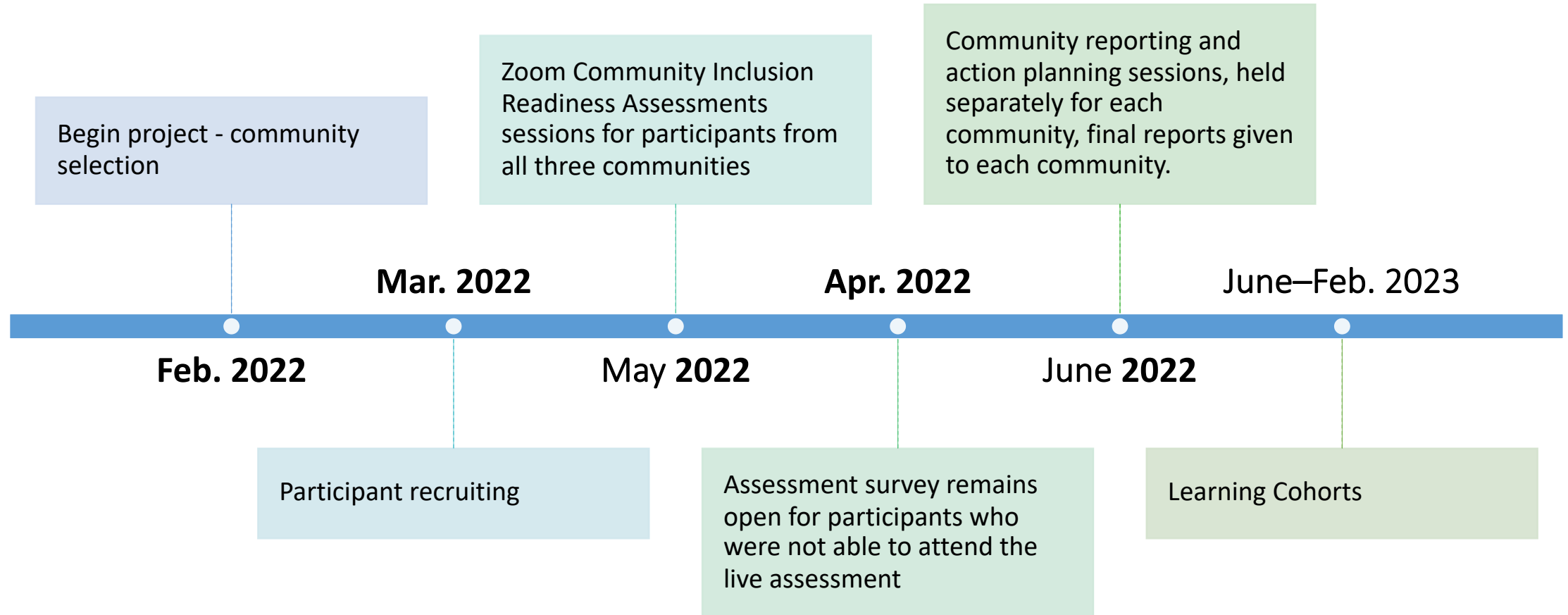
Uniting for Democracy in the  
Northland

Advisory Committee-BIPOC led  
project

A photograph of two young women sitting at a table, focused on their work. The woman on the left has dark hair styled in a bun and is wearing a black tank top. The woman on the right has long, wavy brown hair and is wearing a white floral-patterned top. They are both looking down at papers or a laptop on the table. The background shows a window with blinds, suggesting an indoor setting like a classroom or study area. The overall mood is one of concentration and collaborative learning.

# Learning Cohorts Overview

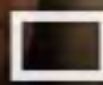
# February 2022-February 2023



# Inclusion Readiness Assessment

- Assessment is used to create a baseline to for the community before the learning cohorts begin
- Results inform topics for learning cohorts
- Over 90 Registrants
- ~50 Session Participants
- ~ 174 Sections of the survey completed(to date)

0:25 / 27:20





# Intercultural Development Inventory® (IDI®) Offerings



# IDI Goals

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- Elevate our rural community leaders' intercultural fluency
- Aim to transform leadership practices in the Northland to recognize the diversity that exists and will continue to grow in its communities
- Development of a more generous, inclusive, and engaged community that can work toward eliminating the opportunity gaps that exist in northeast Minnesota

# IDI Progress

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- 80 available
- ~45 people who have signed up
- ~30 who have completed their IDIs with Certified IDI Administrator Kevin Skwira-Brown with Cultural Fluency Associates
- Several leaders have followed up to explore doing additional IDI and cultural fluency work in their organization after completing the IDI



# Uniting for Democracy in the Northland





# U4D Program Goals

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**Build**

Build relationships across difference

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**Increase**

Increase understanding of different views on local issues

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**Strengthen**

Strengthen collaboration and communication skills

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**Address**

Address a local democracy challenge through a local solution

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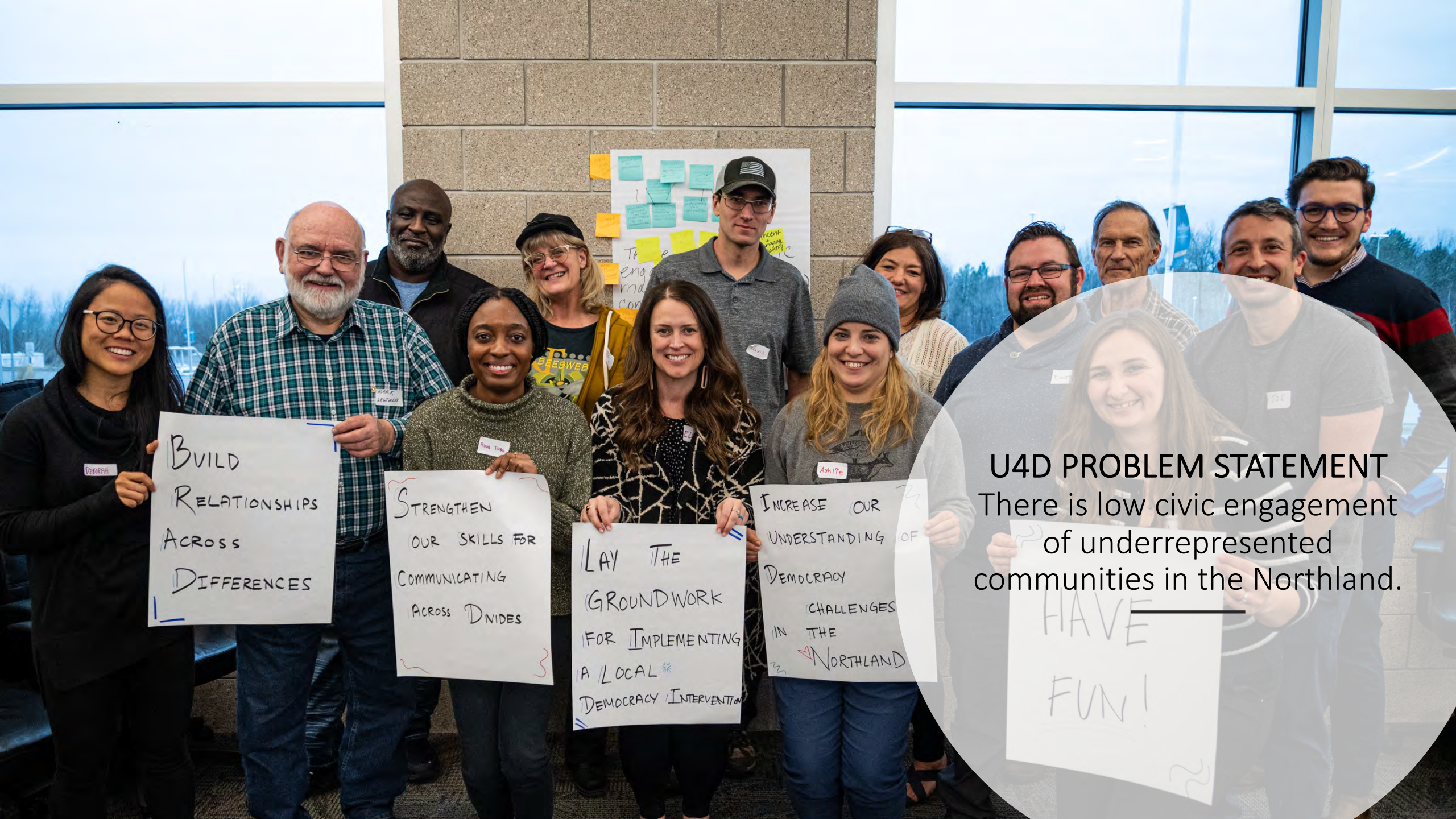
**Broaden**

Broaden civic participation to empower people from underrepresented communities to fully engage and lead

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NORTHSPAN



BUILD  
RELATIONSHIPS  
ACROSS  
DIFFERENCES

STRENGTHEN  
OUR SKILLS FOR  
COMMUNICATING  
ACROSS DIVIDES

LAY THE  
GROUNDWORK  
FOR IMPLEMENTING  
A LOCAL  
DEMOCRACY INTERVENTION

INCREASE OUR  
UNDERSTANDING OF  
DEMOCRACY  
CHALLENGES  
IN THE  
NORTHLAND

**U4D PROBLEM STATEMENT**  
There is low civic engagement  
of underrepresented  
communities in the Northland.

HAVE  
FUN!

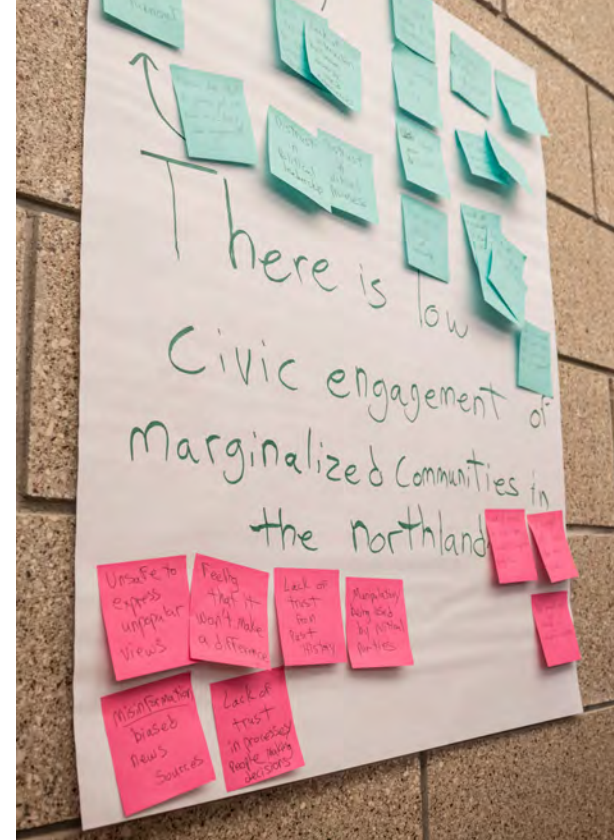
U4D Workshop  
April 30th, 2022

Constructive Dialogue Practice-  
ABC's of Dialogue

Analysis of a Democracy Related  
Problem-Problem Tree Analysis

Planning for Action-9-12 Month  
Project Implementation



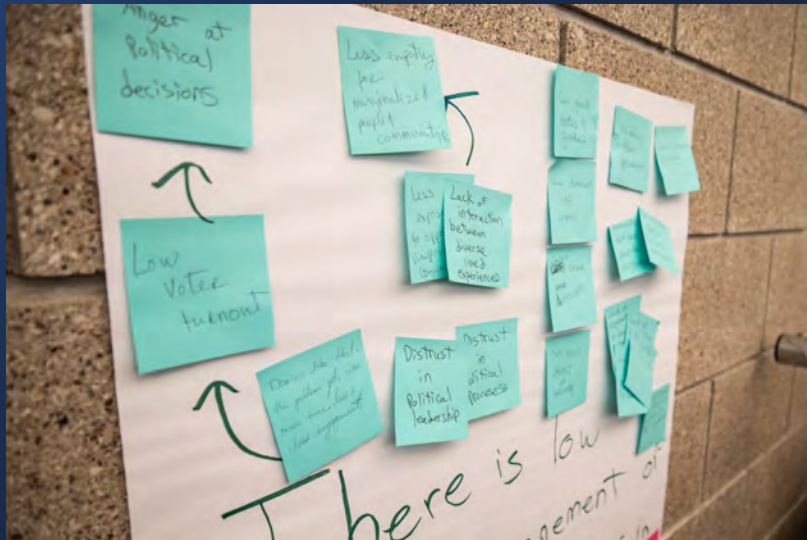


## Problem Tree Analysis

- Problem Statement: There is low civic engagement of marginalized communities in the Northland
- Causes: Lived experience of being marginalized, distrust in political leadership
- Effects: Communities go unheard (no representation), Further distrust

# PLANNING FOR ACTION

## 9-12 Month Project Implementation



Define

Define a Goal and Theory of Change

Create

Create an Action Plan with defined workplan and tasks

Project

Project Implementation within the Identified Communities

(2) Creating  
Partnerships  
to Broaden  
Community  
Participation

Duluth Lyceum

NORTHFORCE

2022 Northeast MN  
Equity Summit



# Duluth Lyceum



# WHAT IS A LYCEUM?

A LYCEUM IS A PLACE FOR ADULTS TO COME TOGETHER TO THINK, LEARN, AND TALK WITH THEIR NEIGHBORS, TO EXPLORE THE DEEP QUESTIONS ABOUT WHAT IT MEANS TO BE HUMAN. WE HOST SPEAKERS AND CONVERSATIONS ON THE THINGS WE'RE ALL CURIOUS ABOUT.

NOT DRY ACADEMIC LECTURES OR SEMINARS, LYCEUM EVENTS ARE A CHANCE TO MAKE FRIENDS AROUND FOOD, BEER, AND BIG IDEAS.



**HISTORY**

**PHILOSOPHY**

**ART**

**BEER**

**COMMUNITY**



## THE SIX HABITS

1. READ OUR NEIGHBOR'S WORDS IN THE BEST LIGHT.
2. TALK FOR THE SAKE OF TRUTH AND UNDERSTANDING, NOT VICTORY.
3. SEE OURSELVES AS FUNDAMENTALLY ON THE SAME TEAM, EVEN WITH THOSE WHO DISAGREE.
4. ACKNOWLEDGE WHAT WE DON'T YET KNOW.
5. TALK FOR THE SAKE OF BUILDING UP COMMUNITY.
6. LOOK FOR SOMETHING TO LOVE IN EVERY PERSON.

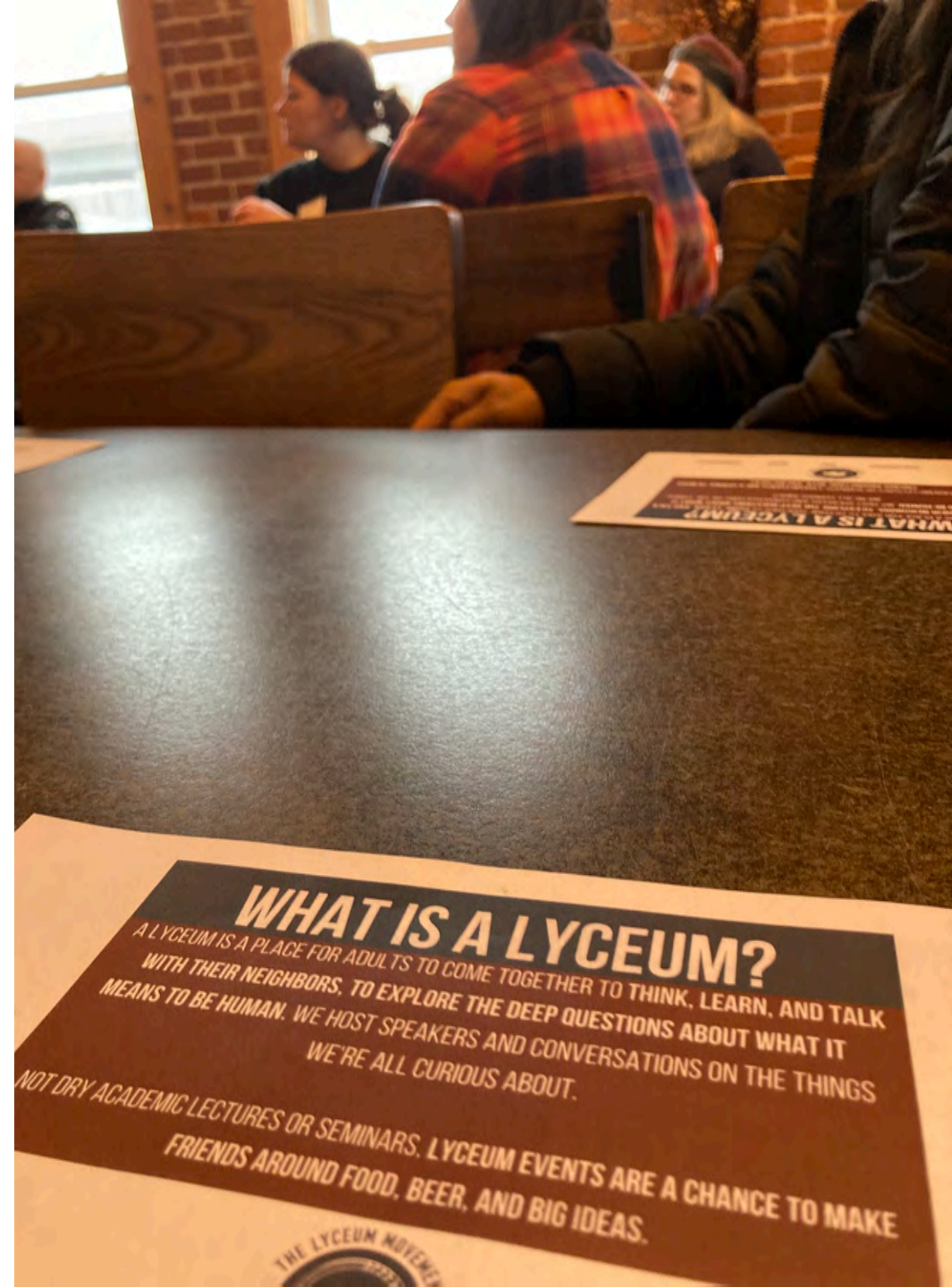
## THE FOUR QUESTIONS

1. DO WE UNDERSTAND IT?
2. IS IT TRUE?
3. HAVE WE SEEN IT IN OUR LIFE?
4. HOW DOES IT RELATE TO OUR COMMUNITY?

LEARN MORE: [WWW.LYCEUMMOVEMENT.ORG](http://WWW.LYCEUMMOVEMENT.ORG)

# Lyceum Format

- 15–20-minute presentation
- 50 minutes of facilitated small group community conversations
- Ending with a toast and commission from each group
- Topics: Local History, Embracing Limits, The Meaning of Home, Building Local Democracy, Art and the Meaning of Life, Religion and Democracy, Suffering and Hope





# ***NORTHFORCE***

***NORTHBYCHOICE***

**STUDENT CONNECT**



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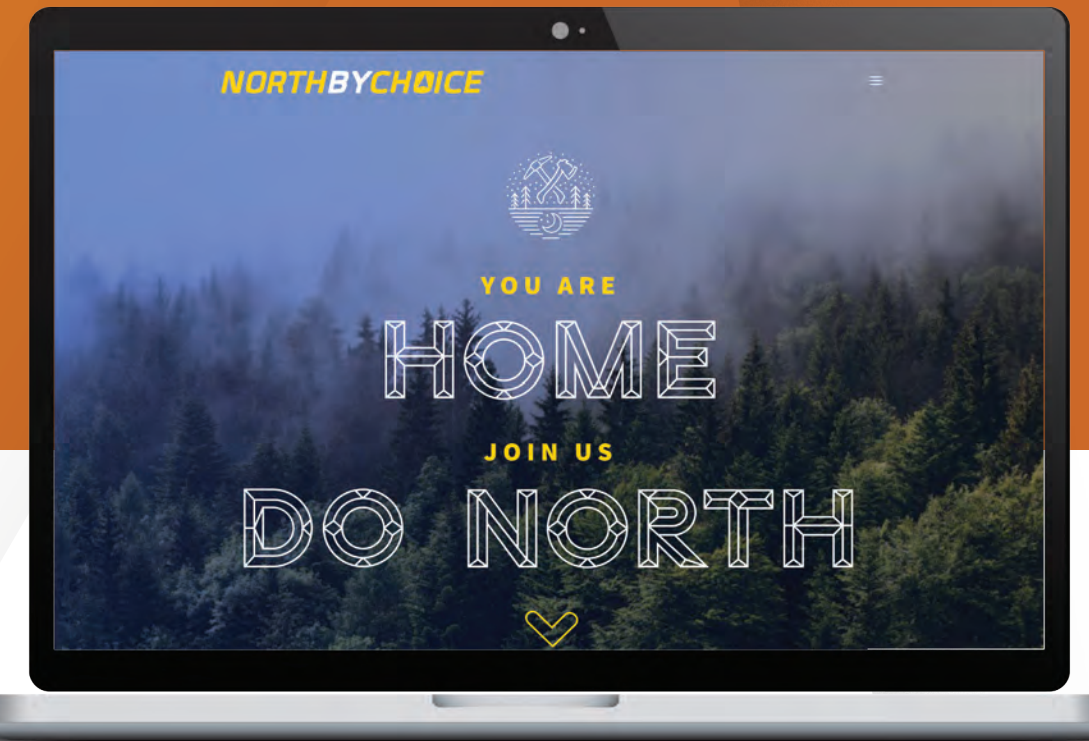
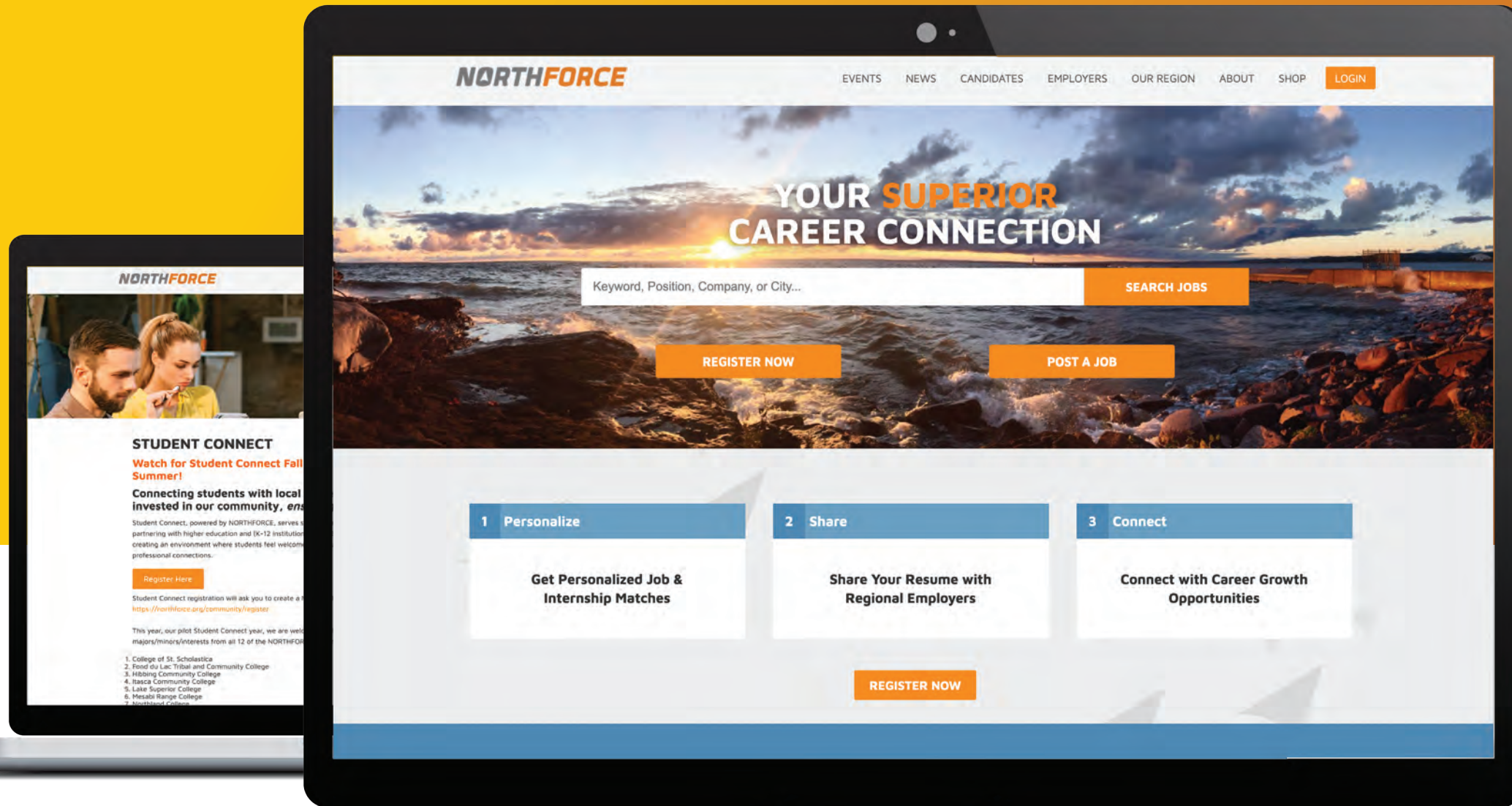


# One Region



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# Two Resources



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# ...Three Ways to Connect!

***NORTHFORCE***

**STUDENT  
CONNECT**

***NORTHBYCHOICE***

**Connect to Jobs**

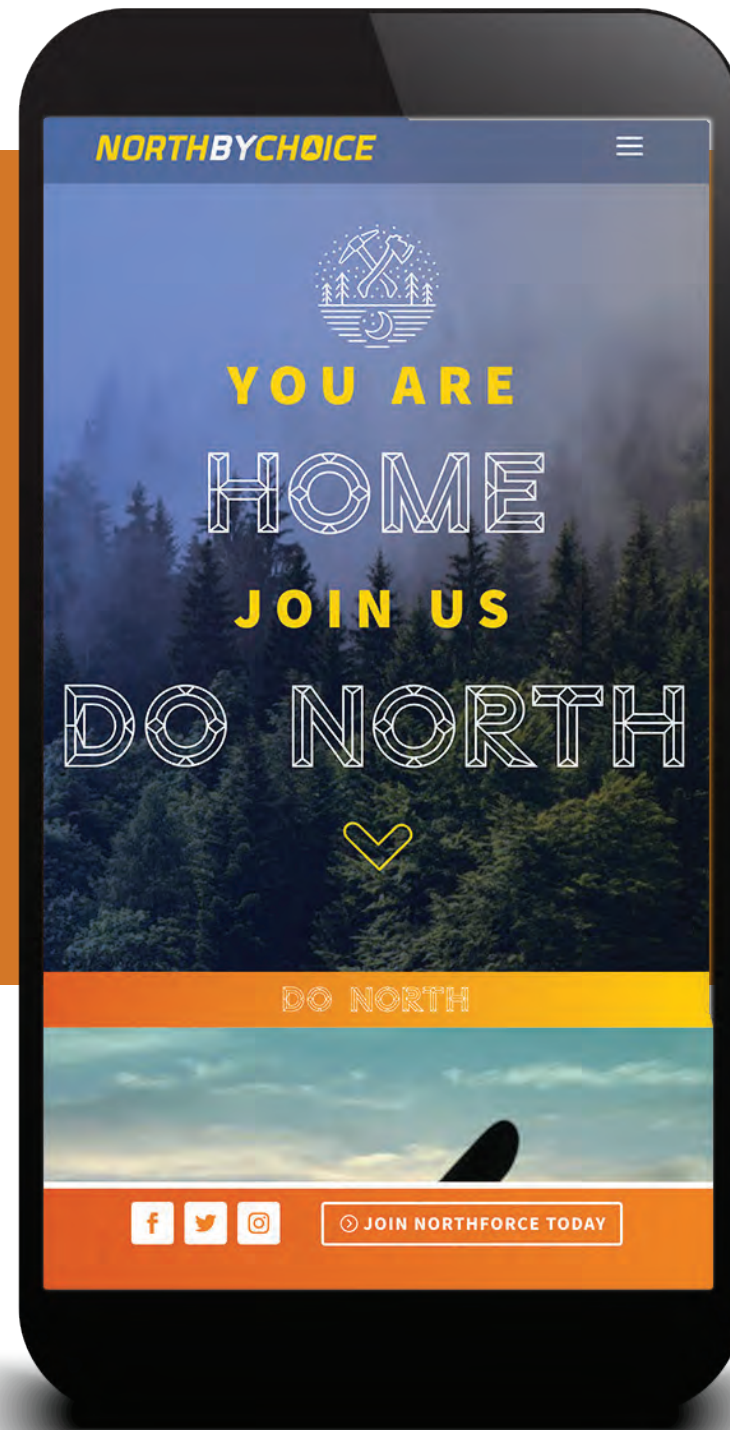
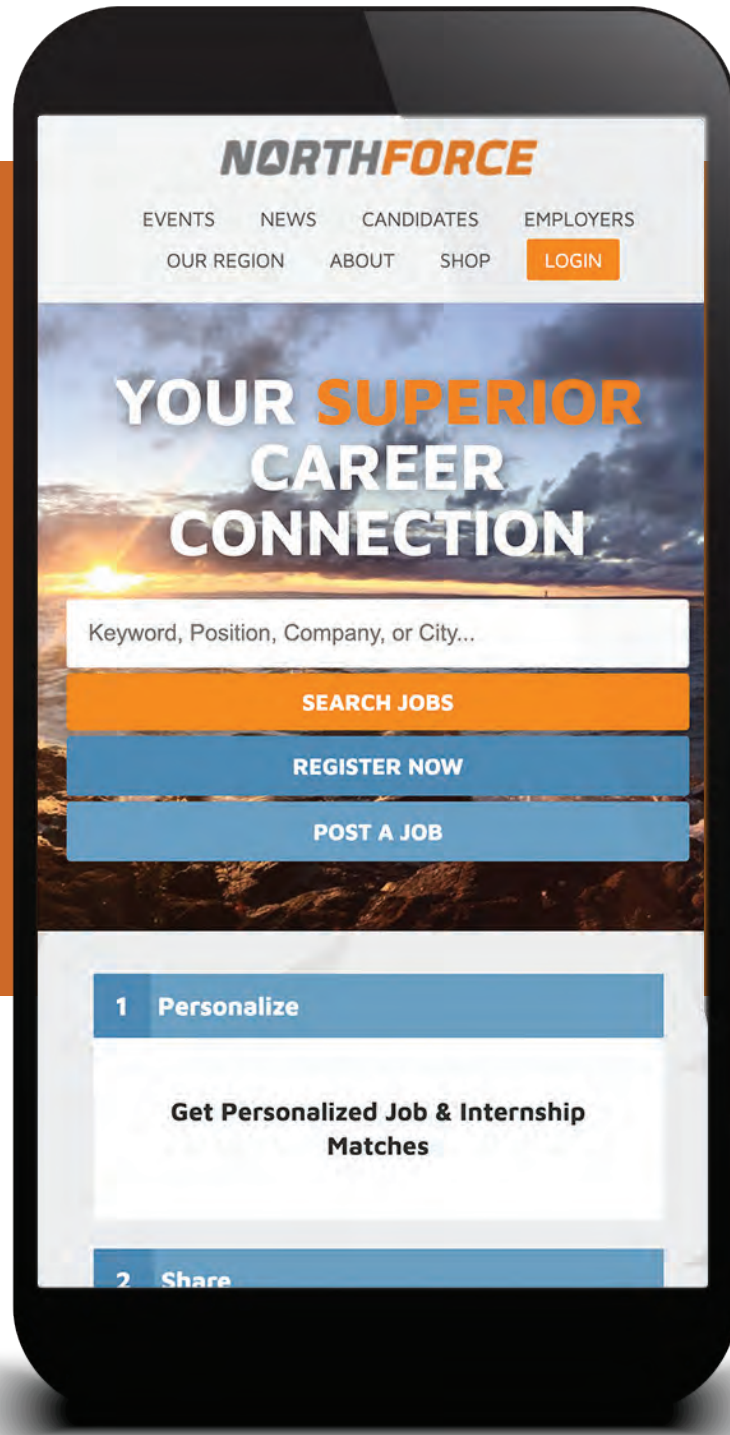
**Connect to Training,  
Internships &  
Apprenticeships**

**Connect to  
Community  
Resources**

**NORTHFORCE.ORG**

**NORTHFORCE.ORG/  
STUDENT-CONNECT/**

**NORTHBYCHOICE.ORG**



From  
Anywhere,  
Anytime.



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# How We Do it



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# Boots, Not Bots, on the Ground!



## OUR TEAM



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# Amped on AMPER

OUR PROVEN PARTNER MODEL

**ATTRACT**

**MANAGE**

**PLACE**

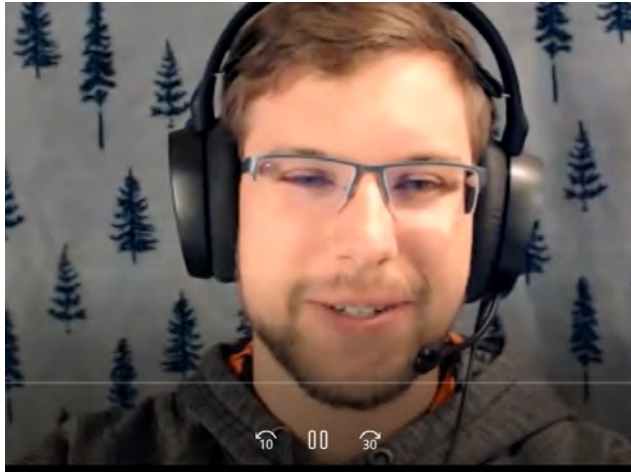
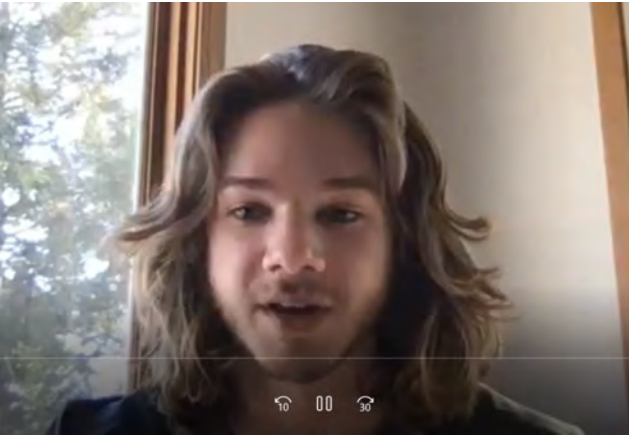
**ENRICH**

**RETAIN**

# Student Connect

- **Three Learning Sessions**
  - Personal Branding Professional Development
  - Community Involvement and Social Impact
  - Personality Profiles, Group Dynamics, & Cultural Fluency
- **Six Business Meet and Greets**
  - Connecting Students with Employers





# Attract, Manage, Place, Enrich & Retain

- Instructed in how to formulate and utilize a personal brand, LinkedIn profile & elevator pitch
- Guided in finding community involvement and social impact opportunities in the Northland
- Defined cultural fluency and how to utilize tools to understand individual and team strengths and areas of growth
- Opportunity to complete Intercultural Development Inventory (IDI)

# If We Don't Shape Tomorrow, It Will Be Shaped For Us.



**As Duluth's economy reopens, where are the workers?**

- **Star Tribune, April 28th 2021**

**Hiring remains tough in Duluth as area continues pandemic recovery.**

- **Star Tribune, May 26th 2021**

**Job Openings Are at Record Highs. Why Aren't Unemployed Americans Filling Them?**

- **Wall Street Journal, July 9th 2021**

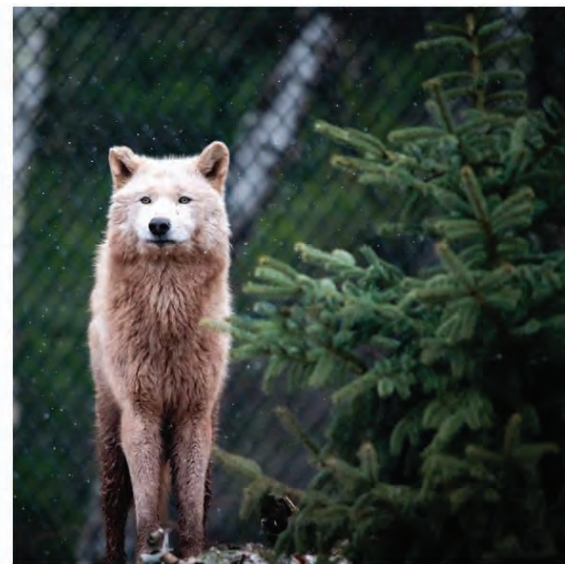
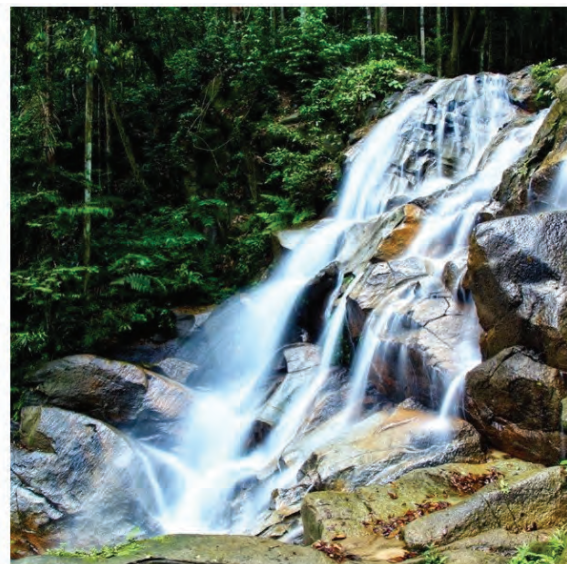


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**Over 9 Million Social Impressions per Year**



POWERED BY NORTHSPAN



**Over 25,000  
Social Clicks  
per Year**



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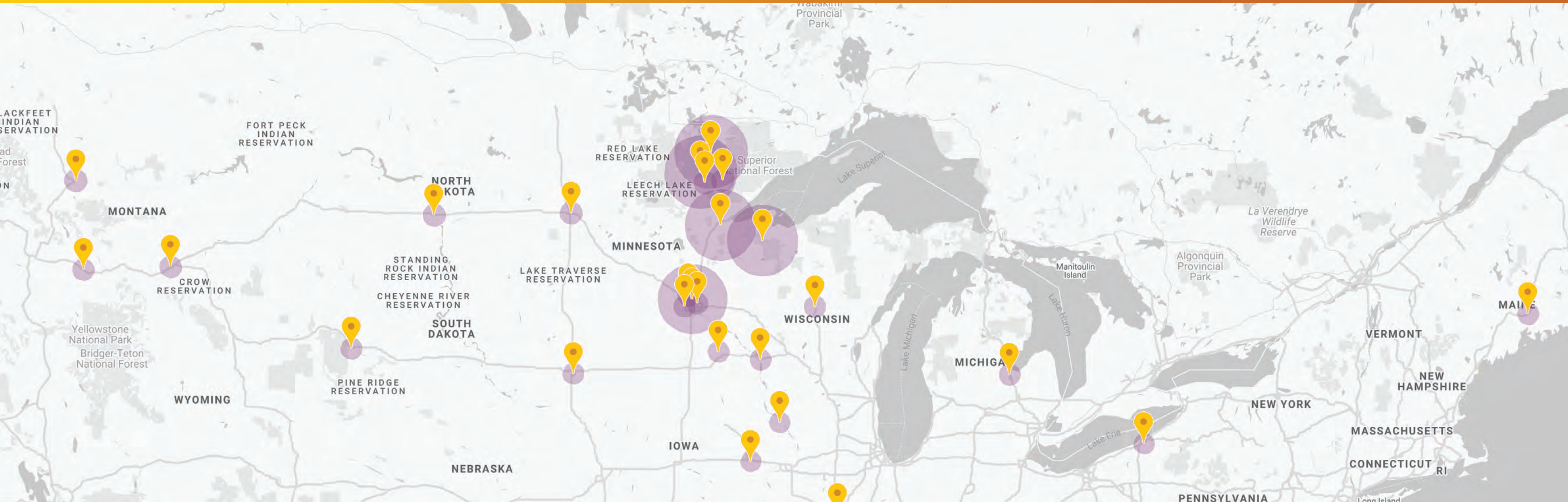


# Leveraging the Region's Assets



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# Strategically, Nationwide



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## **Our Successes**

**Over 13,300 Curated Jobs Posted**

**Over 4,600 Active Job Seekers**

**Over 1,280 Regional Employers**



**“NORTHFORCE personally provided talent that was a great match for our positions and organization. They know our community and they know us.”**

**LINDSEY GROWETTE STINGLE, HR DIRECTOR AT NATIONAL BANK OF COMMERCE**



POWERED BY NORTHSPAN

**“NORTHFORCE met with us and took the time to learn about our company and our hiring needs... a month after our initial posting on northforce.org we received an application from and hired Matthew Peterson, a U.S. Air Force veteran and perfect fit for our shop.**

**ELIZABETH DRASKOVICH, BUSINESS MANAGER AT ELLEFSON OFF HIGHWAY**



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# See for Yourself



[Click above to see video!](#)

NORTHFORCE  
Advisory Board

30+ members

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Education

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Health Care

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Local Government

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Business & Industry

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Community

# **NORTH**FORCE

**NORTH**BYCHOICE

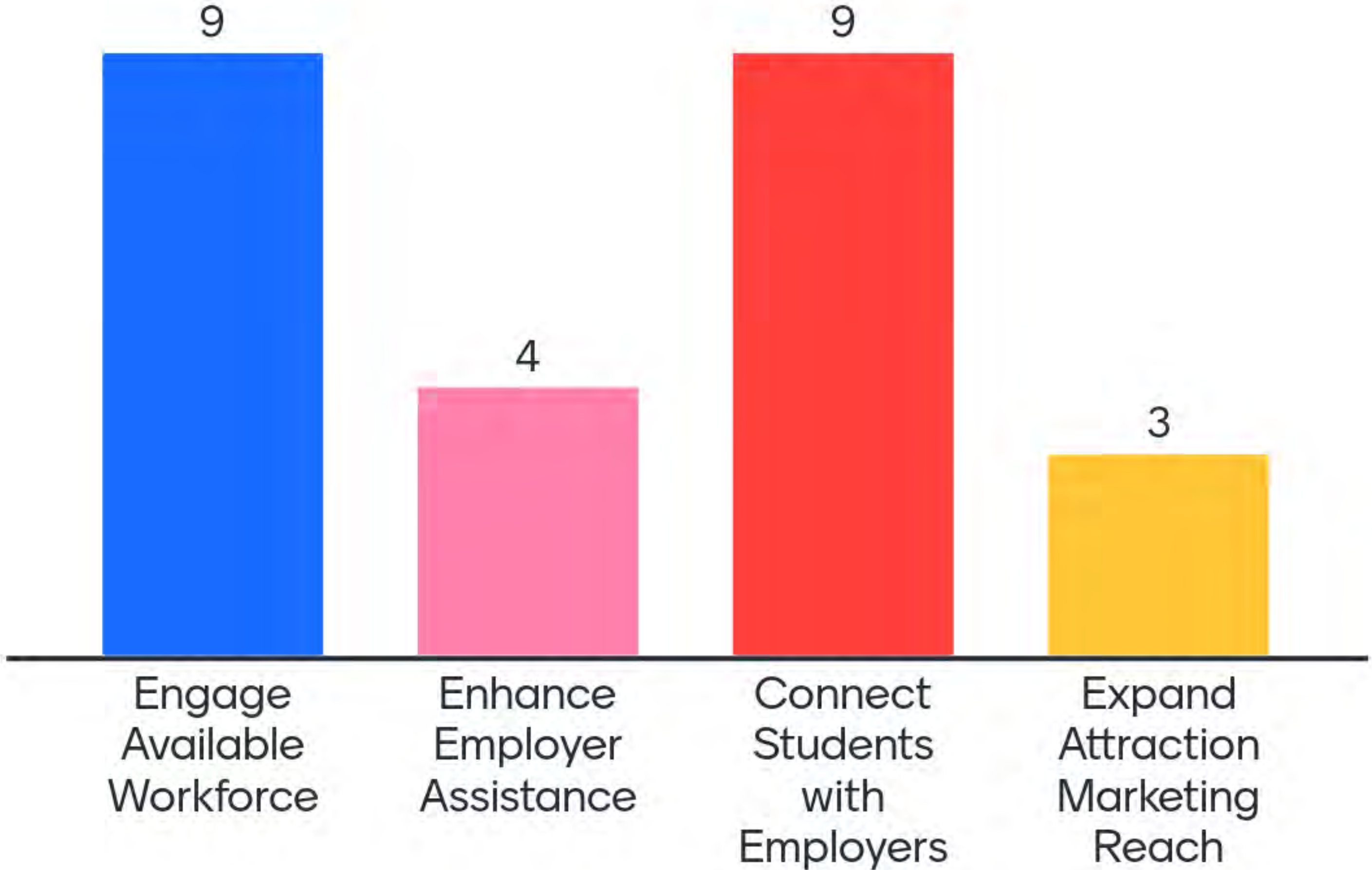
**STUDENT CONNECT**

## **STRATEGIC PLAN**

1. Engage Available Workforce
2. Enhance Employer Assistance
3. Connect Students with Employers
4. Expand Attraction Marketing Reach



# Which action regarding workforce is most needed in your community?



## (3) Connecting People and Resources

Monthly Communications

JEDI Policy & Sustainability  
Research Intern

Welcoming Resources Lists

# Communications Plan

Jan- Equity  
Summit  
Followup

Feb- Racial  
Equity

Mar- Digital  
Equity

Apr- Language  
Equity

May- Workforce  
Entrepreneurial  
Equity

Jun- Social  
Capital Equity

Jul- Age Equity

Aug- Expression  
Equity

Sep- Historical  
Equity

Oct- Housing  
Equity

Nov- Cultural  
Equity

Dec-  
Environmental  
Equity

# JEDI Policy & Sustainability Research Intern

- Conducting best policies and practices research supporting & improving justice, equity, diversity, and inclusion (JEDI)
- Compiling a 2-part Welcoming Community resource listing:
  - Organizations across our region doing JEDI work
  - Organizations across the region that offer education or cultural enhancement opportunities to enhance your JEDI skillsets

(4) Identifying  
Gaps to  
Increase  
Broadband  
Access

Mapping and Sharing

Identify Digital Equity  
Focused Project

Supporting social and cultural growth alongside economic growth creates healthy, thriving communities!

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This is hard work!





Questions