



**10 Year Statewide Strategic Plan  
Attract Talent Work Group  
Monday, April 12, 2-3PM  
Via Zoom Meeting**

**Meeting Objectives:**

- **Identify 3 projects with short-term projects with goals**
- **Determine next steps and meeting frequency**

**Meeting Attendees:**

- Adilah Muhammad
- Bill Benson
- Jacob Pelkey
- Jenny Kordick
- Julia Trujillo
- Katie Shorey
- Martha Bentley
- Nate Wildes
- Kelsey MacKinnon, DECD Staff

**Meeting Notes:**

**Item 1: Review which Action Items this group is focused on based on Responses from previous meeting**

**Overview:**

- Three key action items this group coalesces around:
  - B2 – Welcome Home concept
  - B4 – Helping newcomers to Maine with credentialing, etc.
  - B5 – Quality of life and community work
- Process-wise, it seems to make sense for this group to continue working in the partnerships you have already established, and for us to come together as a broader group for intermittent milestones and problem-solving.
  - If this is the process we'll use, how do we come together around measurable goals, outcomes, and timelines?
  - It would be good to establish some short-term metrics and what it would cost to achieve them, so we can be prepared to take advantage of any federal resources that become available.
    - e.g., We can get 100 people to Maine with \$X. To scale it to 200 people, it'll take \$Y.
- The group also identified additional people who should be invited into this work. Many of the suggested additions are already represented on the Grow Local Talent work group or the State Workforce Board's subcommittees focused on similar efforts (e.g., those focused on workforce attraction efforts for veterans, people in recovery, and immigrants) – clear we need to connect more deeply with these groups throughout this process.
- Don't necessarily need to come up with new projects to work on. Can focus on the work this group is already doing – what's currently working, what metrics we should track, and how we might scale those outcomes. Can also feather in new approaches based on learnings from the group.

## **Item 2: Review Request and Invitation to Collaborate Submissions connected to this Strategy Area**

### **Overview:**

- When the Steering Committee met in February, they realized we'll need to connect with a variety of folks out in the community doing this work in order to avoid duplication of efforts, and that much of the Strategic Plan implementation work does not live within State gov't. So, we put out a Request/Invitation to Collaborate as a pilot process for making these connections.
- The Steering Committee will refine the process in its meeting this week so we can be more formal in terms of what it means for partners to collaborate on the Strategic Plan's implementation.
  - How do we understand what different people are doing and pull that together in order to have a multiplier effect?
  - How does the work already being done connect to the overall goals and action items of the Plan?
  - We want to connect around outputs – what does all of this work mean when you look at it in the aggregate?

## **Item 3: Discussion of Process and Priorities for this Work Group**

- As a group, we should identify and align our short-term and long-term goals. What are the short-term steps we can take to drive toward longer-term progress, centered around collective needs?
- Group can consider the costs of their various programs/initiatives and what it would take to scale them.
- The Third Place and Live + Work in Maine have begun discussing how to better extend the Maine narrative for workforce recruitment by building in more BIPOC narratives. Live + Work in Maine is constructing a webpage that will host resources for BIPOC folks to get plugged into Maine's community.
  - Could use Google Metrics info on page views, how many times the content is shared out, etc. to determine the reach of these efforts
- As part of each organization's procedures, we should ask how people heard about us and track where they go after us. Do they come to us from another organization? Where do they go after they've connected with us?
  - Could do a joint Google Analytics session comparing our website traffic.
  - How do we measure our success rate when someone exits? How do we know we're having an impact?
- In July, The Third Place is creating a community survey that's trying to determine people's roadmap to and through Maine – how they got to Maine and how they navigate through the state once they're here. What are the pieces that help them navigate their professional and social ties?
- Portland's Office of Economic Opportunity has created journey maps – a simplified way to navigate complex topics like childcare. Framework could be scaled statewide to help other communities develop their own resource maps.
  - <https://www.portlandofportunity.com/how-do-i-find-childcare>
  - <https://www.portlandofportunity.com/how-do-i-learn-english>
- Work group can consider meeting with legislative representatives to update them on the competitive workforce attraction environment and existing efforts/needs.
- Work group members will identify three things that the State can do to help their efforts in the short run.
- Maine Office of Tourism's marketing efforts around tourism can serve as a model for workforce attraction efforts.
  - Targeted demographics, coordinated messaging campaigns, etc.

## **Item 4: Next Steps**

- The group will think through the 3 best ways the State can help their workforce attraction efforts in the short run.

- As you think through these short-term items, it'd be helpful if you can say:
  - Based on the resources we have, we can achieve X outcomes in the next 1-2 years;
  - With a few additional resources, we can achieve Y outcomes in the next 1-2 years;
  - With significant funding, we can achieve Z outcomes in the next 1-2 years
- DECD has mini-grants available for talent attraction initiatives. Please feel free to submit applications for your organizations before the April 30<sup>th</sup> deadline: <https://www.maine.gov/decd/strategic-plan/projects-underway/talent-grants>