

**10 Year Statewide Strategic Plan  
Attract Talent Work Group - Meeting 1  
February 8, 2021; 1:00 pm – 2:00 pm**

**Meeting Attendees:**

- Martha Bentley
- Adilah Muhammad
- Julia Trujillo
- Jacob Pelkey
- Jenny Kordick
- Nate Wildes
- Katie Shorey
- Bill Benson

**Meeting Objectives:**

- **Determine if proposed process or alternative makes sense for this strategy area**
- **Determine who is missing from discussion and barriers**
- **Determine next steps**

**Notes:**

**Introductions**

- **Nate Wildes:** Executive Director of Live and Work in Maine. Goal is to leverage the success of Maine's tourism branding to attract and retain people to live/work in Maine.
- **Jenny Kordick:** Executive Director at Maine Outdoor Brands. Goal is to grow the outdoor recreation economy in Maine, and to leverage Maine's outdoor assets to attract people to the state.
- **Bill Benson:** Executive Director of Boots2Roots. Mission is to assist active duty military members to transition to meaningful work in Maine, while at the same time providing a pipeline of employees to Maine's employers. Around 200,000 military personnel transition out of the military each year – we want to attract a portion of that talent to Maine. Our typical recruits are married with children, so we attract whole families of workers.
- **Katie Shorey:** Director of Engagement at Live and Work in Maine and President of Startup Maine. Live and Work in Maine isn't a placement or a recruiting firm – they help employers with storytelling, PR around growing industries, etc. Startup Maine is an entrepreneurship ecosystem, offering programming to coordinate and highlight the opportunities offered by entrepreneurial ecosystems in the state. Also serves as a catalyst for the growing startup/tech scene. Need to attract more talent to work for these startups.
- **Adilah Muhammad:** Founder of The Third Place. Operates as a coworking space for primarily black-led organizations in the Portland area. Expanded our mission to include sector and industry level organizing within the BIPOC community (education, law, conservation, and health care sectors). Help build leadership capabilities of BIPOC folks in our network, and work to make sure they have a social outlet.

- **Jacob Pelkey:** Entrepreneur Program Manager at NMDC. Building rural entrepreneurial ecosystem in Northern Maine. Facilitates programming at the college level to show what entrepreneurial resources Maine has to offer.
- **Julia Trujillo:** Director of Office of Economic Opportunity in Portland. Work at the local level supporting linguistic, ethnic, and racial minorities. Look at system-wide initiatives that allow for those specific populations to find opportunity. The office was initially labor/workforce development intensive, but we expanded the concept to make it about social and cultural improvement, being a welcoming city, and improving civic engagement.

### Goals for Today

- **Process: Does the portfolio management approach make sense for this workstream?**
  - Each strategy area is broken into work groups who then prioritize particular projects that feed back into the strategy.
  - For this group, a lot of the work is happening external to the State. Does it make more sense for the State to just help marshal resources for the work already being done?
- **Priorities: Have we identified the right body of work for this group?**
  - Do we agree with the priorities outlined by the Strategic Plan and ERC Recommendations around attracting talent?

### Meeting Takeaways

- Need to figure out the role of the State in this workstream. Possible roles:
  - Help marshal resources to existing programs/organizations
  - Help with strategies that require policy/regulatory changes, etc.
  - Amplify the voices of organizations and the work that's being done
  - Bring together a cohesive group of organizations/individuals working separately toward unified goals
- Need to consider the time horizon for our goals and projects, and set near-term targets/objectives
- Our organizations can work together to help fill certain gaps/needs
  - e.g., The Third Place can work with Live & Work in Maine to target marketing toward BIPOC individuals
- Best to choose priorities that align with the work already being done by our organizations

### Action Items

- Send Martha and Kelsey your responses to the following questions:
  1. Are you willing to keep working on this project together? (yes/no)
  2. Which strategies do you want to prioritize?
    - Strategies are outlined in the "Attracting New Talent work doc"
  3. How often should we meet as a larger group (including some additional folks from state gov't)? Should we meet regularly as a larger group, or break off into small groups focused on specific projects?
  4. Are there any other people in the community working on these efforts that should be invited to join this group?

- We're doing social network mapping to make sure we're not missing huge swaths of communities – we want broad representation.
- Martha and Kelsey will compile everyone's recommendations and we will determine priorities and next steps from there.
- Also let Martha know if there is anything you'd like promoted on the Strategic Plan website:  
<https://www.mainestrategicplan.com/>