

A diverse group of young adults, including students and professionals, are smiling and giving thumbs up. They are of various ethnicities and are dressed in casual to semi-formal attire. The background is a soft-focus outdoor setting with greenery and a clear sky. The text is overlaid on a semi-transparent dark blue rounded rectangle.

Building A World Class ALANA Workforce

The Case for Long Term Consistent
Culturally Intelligent Investments

Bruce P. Corrie, PhD, Concordia University

ALANA Brain Trust

Minnesota House Workforce Development & Finance Committee

Chair Jay Xiong

January 18, 2023

Dr. Bruce P. Corrie

Dr. Bruce Corrie is Professor of Economics at Concordia University - Saint Paul. He has a PhD from the University of Notre Dame.

For almost three decades he has documented the economic contributions of the African, Latino, Asian and Native American (ALANA) people of Minnesota - shifting the narrative from "deficits" to "assets." His research has been widely reported in the media and has co-edited four books and published in a wide range of publications.

He has served in many roles in economic and workforce development: Chair, Governor's Working Group on Minority Business Development (2000), Governor's Workforce Development Council, Dean, College of Business and Technology, & Director of Planning and Economic Development, City of Saint Paul and on many boards - Federal Reserve Bank, US Small Business Administration, Minnesota Museum of American Art, Junior Achievement, Midway Chamber of Commerce, Minnesota Indigenous Business Alliance, African Economic Development Solutions, India Association of MN, Coalition of Asian American Leaders and Union Park District Council.



He pioneered with others a culturally based strategy for economic development in diverse low-income communities called, Cultural Destinations. He is part of a multiethnic coalition seeking to build capital and capacity in the ALANA communities. He was part of a historic petition to the Minnesota Court in 2021-22 for adequate political representation for the \$1.4 trillion ALANA economy in Minnesota.

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Key Questions

What is the issue being addressed?

Why is it important that it is addressed in the 2023 Legislative session?

How should this issue be addressed?

How much will it cost?

How will we assess outcomes?



Key Questions

What is the issue being addressed?

- Historical under-investment in the ALANA Workforce.
- Strong evidence on the negative impact of racism on ALANA Wealth building in Minnesota
- Leveraging ALANA talents and resources to make Minnesota a Global Competitor and Destination.



ALANA Political Representation

Corrie Plaintiffs petition to the Judicial Redistricting Panel made the Economic Case for ALANA political representation

Today we make the Political Case for ALANA Economic Representation



Minnesota Special Redistricting Panel Oral Arguments, November 3, 2021

Zoning, Licenses, Investments, Rules and Regulations, etc., set up the Economic Boundaries for wealth building and economic mobility



A mural on University Avenue, Saint Paul, after the Murder of George Floyd



The Economic Cost of Racism

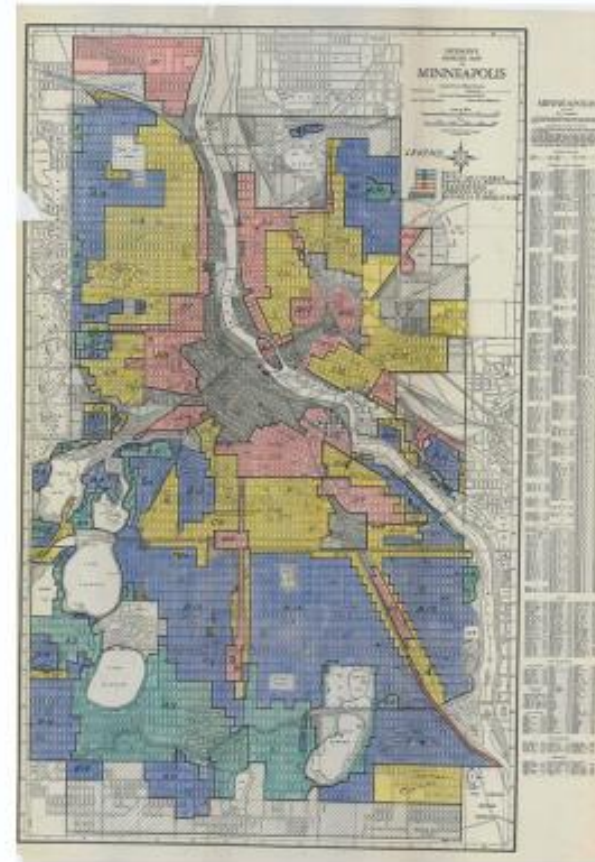
\$280+ Billion

Loss in Income, Assets,
Lifetime Earnings

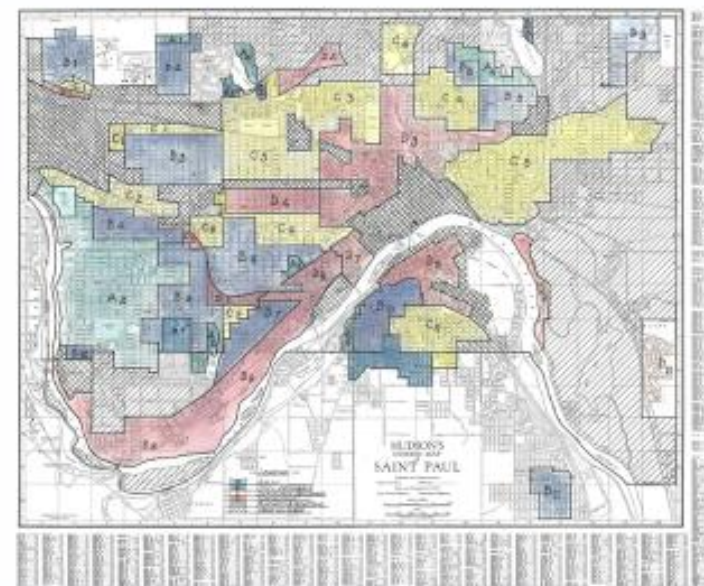
Documentation of the Historical Footprint of Racism on ALANA Wealth Building



Rochester



Minneapolis



Saint Paul

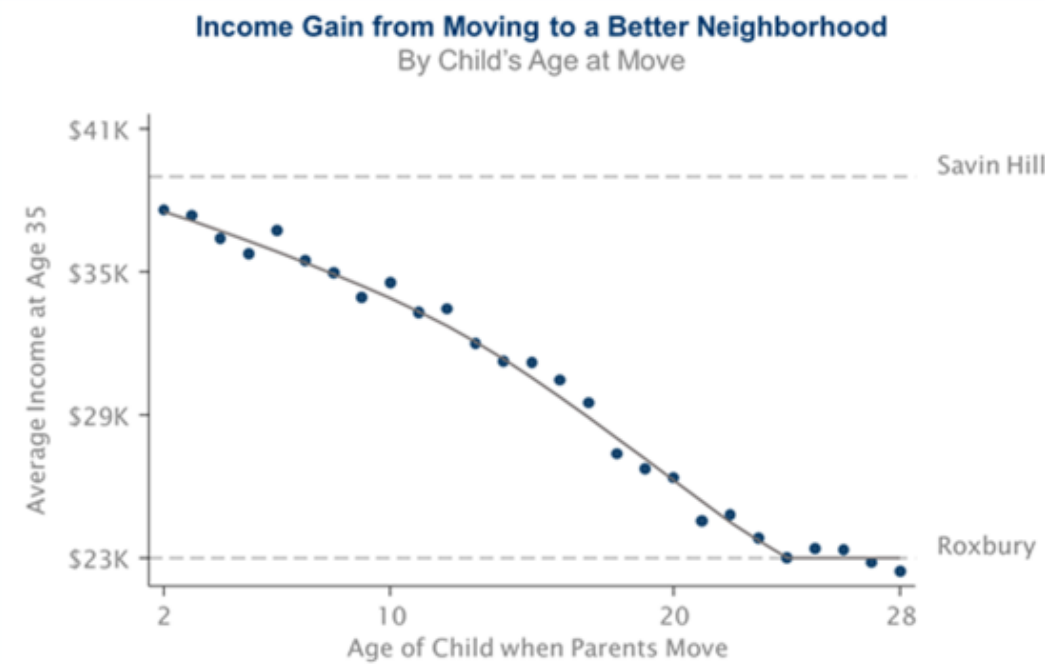


Duluth

Redlining

A Legal and Historic Fact of the evidence and mechanism of Racism restricting avenues for ALANA wealth building and social mobility

Big Data Insight: Where a Child Grows Up Determines Long Term Progress



www.opportunityinsights.org

o Where you grow up really matters.

o Childhood environment seems to matter more than where you live as an adult.

o Every extra year of exposure to a better childhood environment improves kids' long-term outcomes.

Two Approaches to Increasing Upward Mobility



▪ **Moving to Opportunity:** Provide Affordable Housing in High-Opportunity Areas



▪ **Place-Based Investments:** Increase Upward Mobility in Low-Opportunity Areas



Importance of Strategies around:

Opportunity

Place

Argument Lacking a Historic Context

Argument: This issue can be addressed through current programs.

Fact:

Strategies like Redlining created economic prisons preventing ALANA wealth building. We need current policies and programs to be accessible to all. We also need ALANA specific funding to address long term under-investments in ALANA wealth building.



Common Myth Not Based on Facts

Myth: Investing with a specific focus on ALANA Workers is a ZERO-SUM proposition. One party wins and the other loses.

Fact: The ALANA Brain Trust IMPLAN Economic Model shows that investments focused on specific ALANA communities end up BENEFITING ALL communities. 80 percent of the population and around 90 percent of businesses in Minnesota are not from ALANA communities. ALANA communities also suffer from generational deficits in public investments.



The ALANA Workforce Creates Jobs & Wealth for All

ALANA Workers play a critical role in many sectors of the
Minnesotan economy (ALANA Brain Trust IMPLAN Economic
Model for Minnesota)



\$ 198 Billion
Products/Services

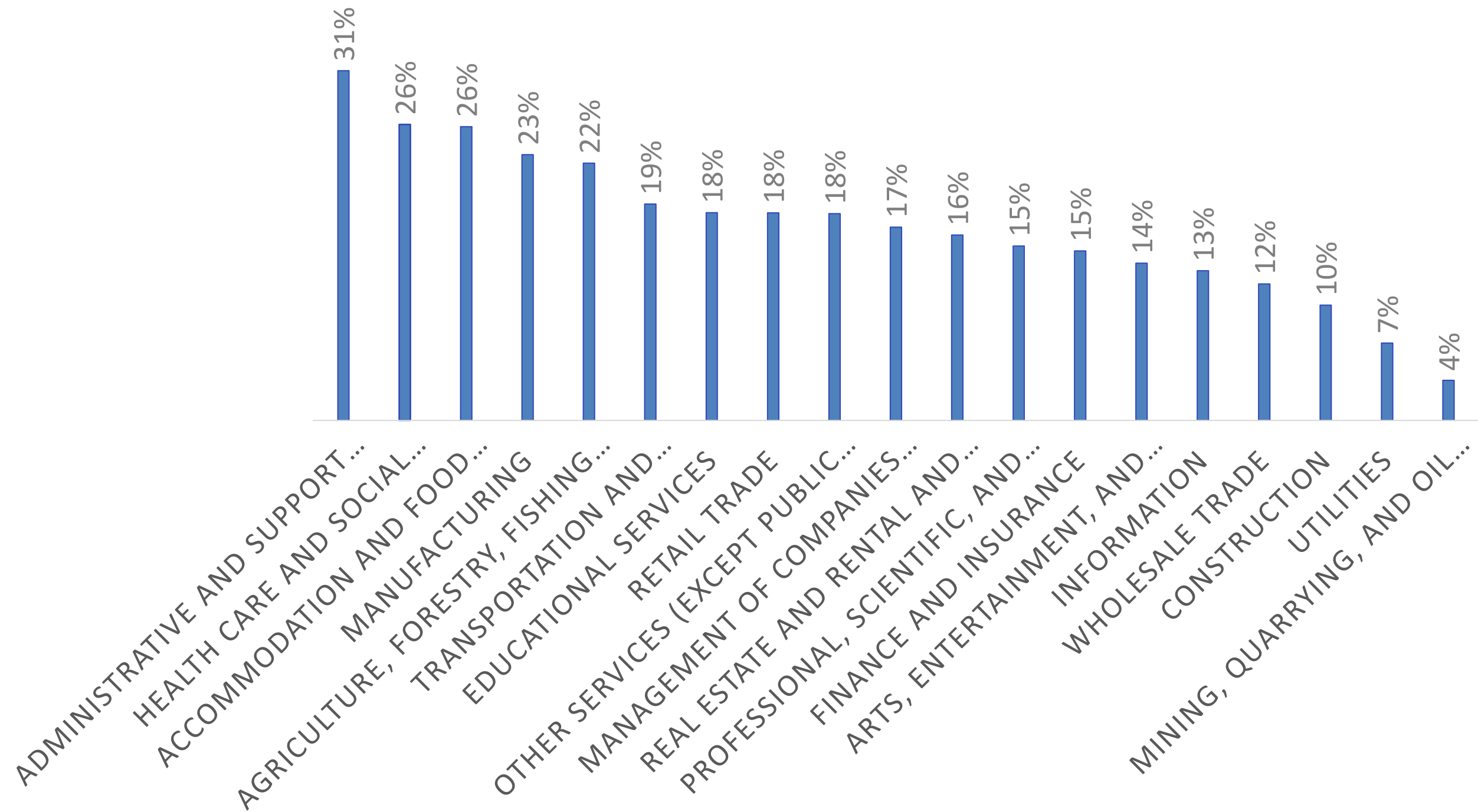
ALANA workers help produce
output in Minnesota bigger
than the economy of Greece

1+ million jobs
with ALANA workers

ALANA workers help create jobs for all
Minnesotans

\$24
Billion
Taxes

ALANA WORKER %



**ALANA Workers
are a Critical
Presence Across
Sectors**

ALANA Workers– TOP 5 Sectors

Administrative and Support and Waste Management and Remediation Services

Health Care and Social Assistance

Accommodation and Food Services

Manufacturing

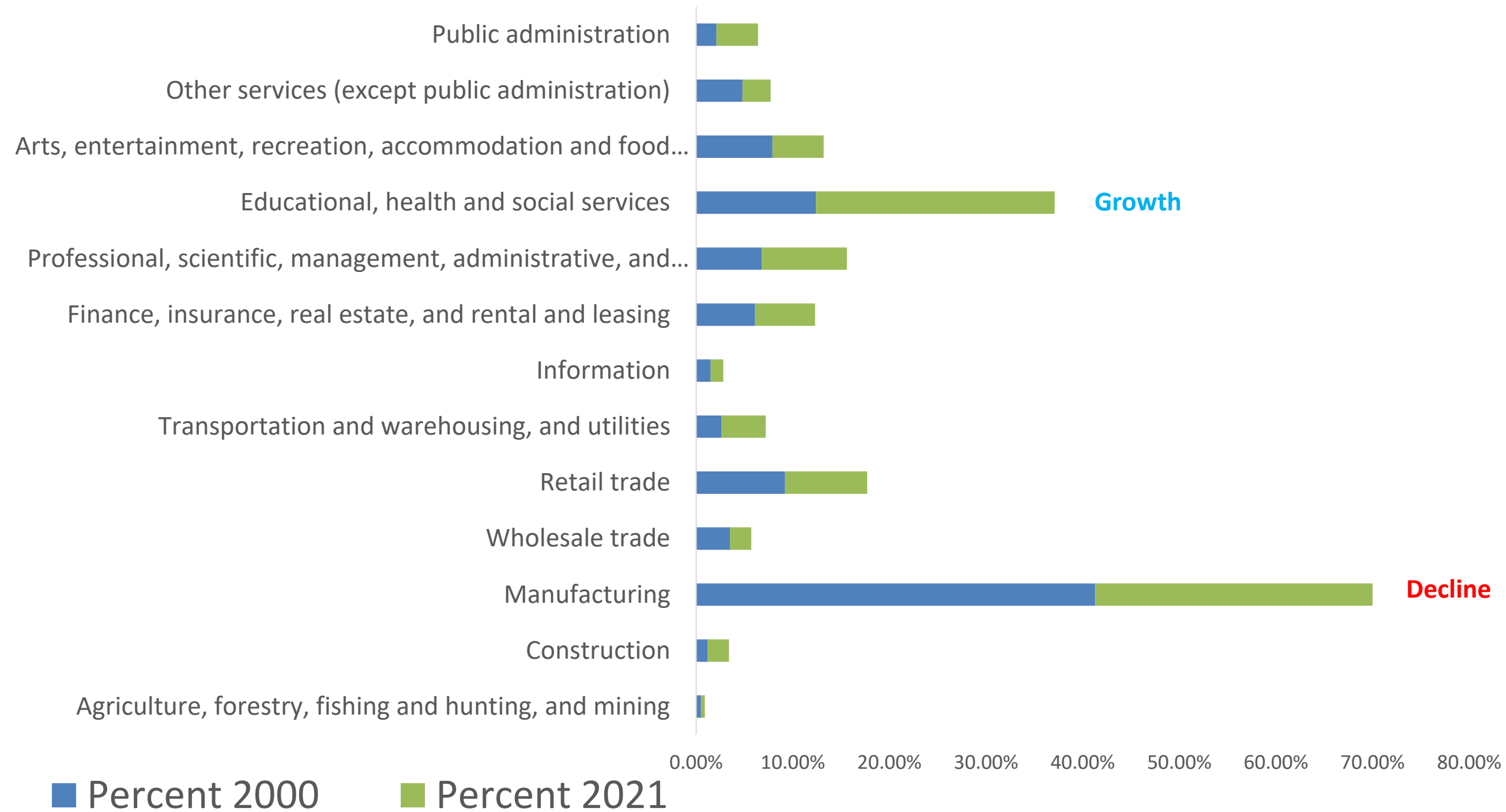
Agriculture, Forestry, Fishing and Hunting



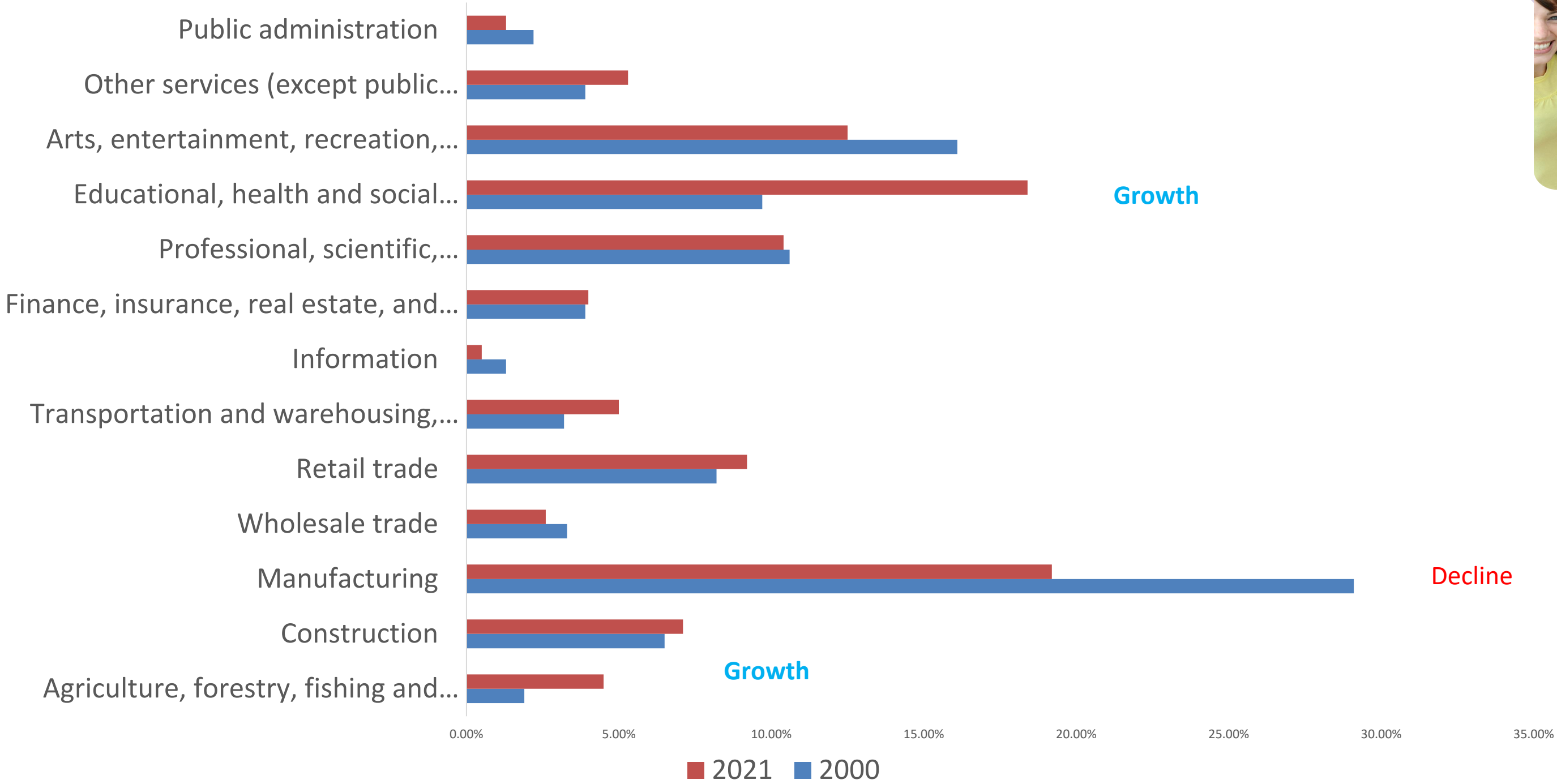
There are 54 Industry Sub Sectors where ALANA Workers make up more than 25 percent of the workforce



Hmong Workers – Change in Sectors 2000 to 2021



Mexican American Worker Change in Sectors 2000-2021



Top Occupations for African American Workers



Table 7. Top 15 Occupations held by Black or African American Workers in Minnesota, 2020

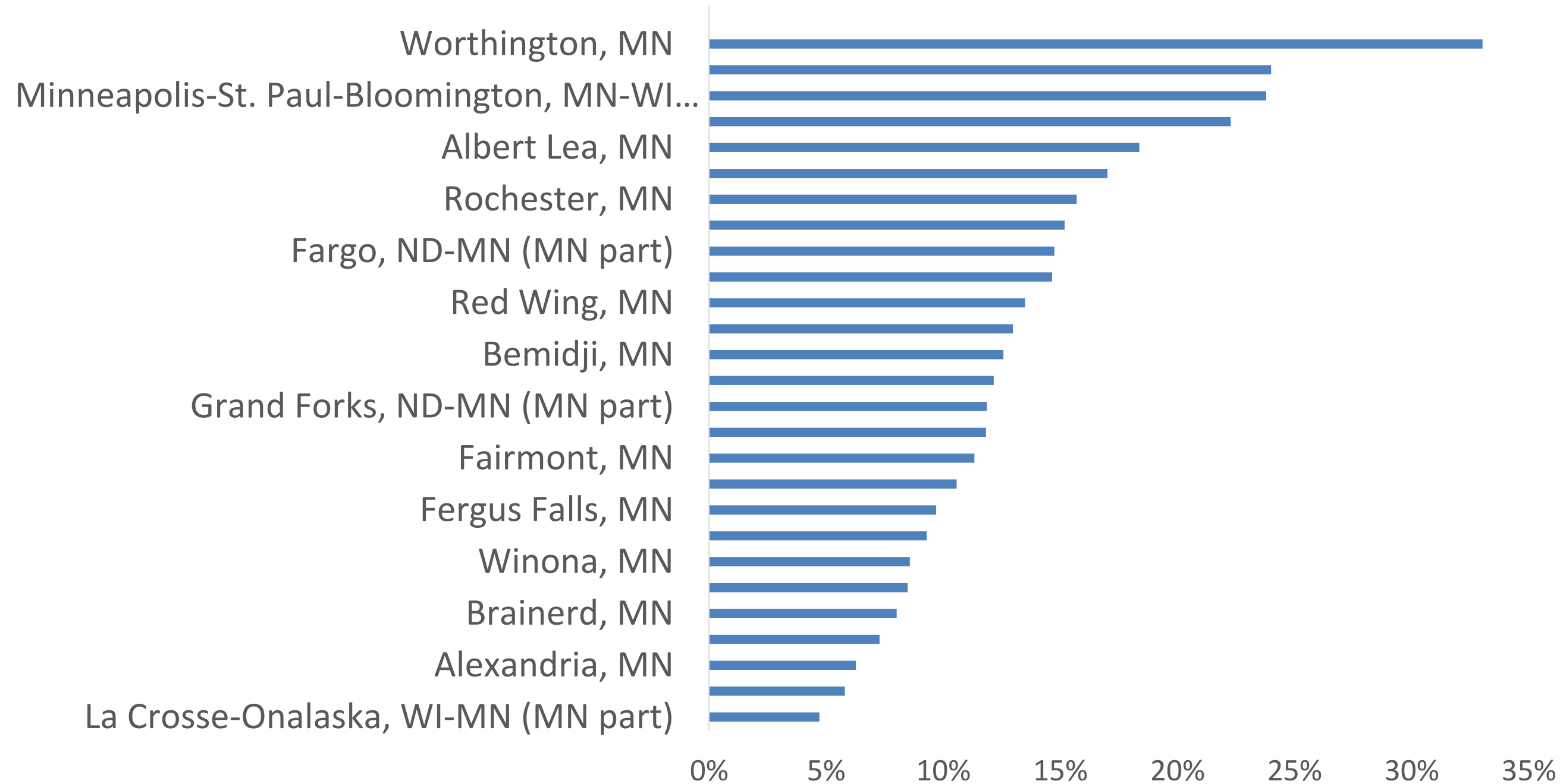
Occupations	Black or African American Alone Workers	Percent of Total Black Workers	White Alone Workers	Percent of Total White Workers	Total Workers, All Races	Black Percent of Total Workers
Personal Care Aides	11,127	5.6%	30,833	1.0%	49,020	22.7%
Nursing, Psychiatric, & Home Health Aides	10,454	5.2%	34,939	1.2%	50,974	20.5%
Cashiers	8,232	4.1%	55,840	1.9%	76,181	10.8%
Customer Service Representatives	6,211	3.1%	54,751	1.8%	68,318	9.1%
Janitors & Building Cleaners	5,473	2.7%	46,684	1.6%	61,005	9.0%
Assemblers & Fabricators	5,096	2.6%	21,792	0.7%	35,911	14.2%
Laborers & Freight & Stock Movers, Hand	5,041	2.5%	42,184	1.4%	54,643	9.2%
Chefs & Cooks	4,555	2.3%	41,881	1.4%	59,990	7.6%
Registered Nurses	4,339	2.2%	74,989	2.5%	85,027	5.1%
Driver/Sales Workers & Truck Drivers	4,137	2.1%	70,804	2.4%	78,303	5.3%
First-Line Supervisors of Sales Workers	3,917	2.0%	80,325	2.7%	91,461	4.3%
Maids & Housekeeping Cleaners	3,887	2.0%	17,123	0.6%	27,186	14.3%
Childcare Workers	3,545	1.8%	34,949	1.2%	41,446	8.6%
Stock Clerks & Order Fillers	3,363	1.7%	31,240	1.0%	38,718	8.7%
Retail Salespersons	3,307	1.7%	63,566	2.1%	74,601	4.4%

Source: U.S. Census Bureau, IPUMS USA, University of Minnesota, www.ipums.org

Start with the number of Registered Nurses (RN), the other 14 occupations that Black or African American workers hold in Minnesota.

https://mn.gov/deed/assets/black-african-american-data-report-acc_tcm1045-539222.pdf

Growing Presence – ALANA Workers in Greater MN



<https://qwiexplorer.ces.census.gov/#x=0&g=0>

Top ALANA Occupations by Economic Planning Region



Figure 19. Employment of People of Color in Central Minnesota

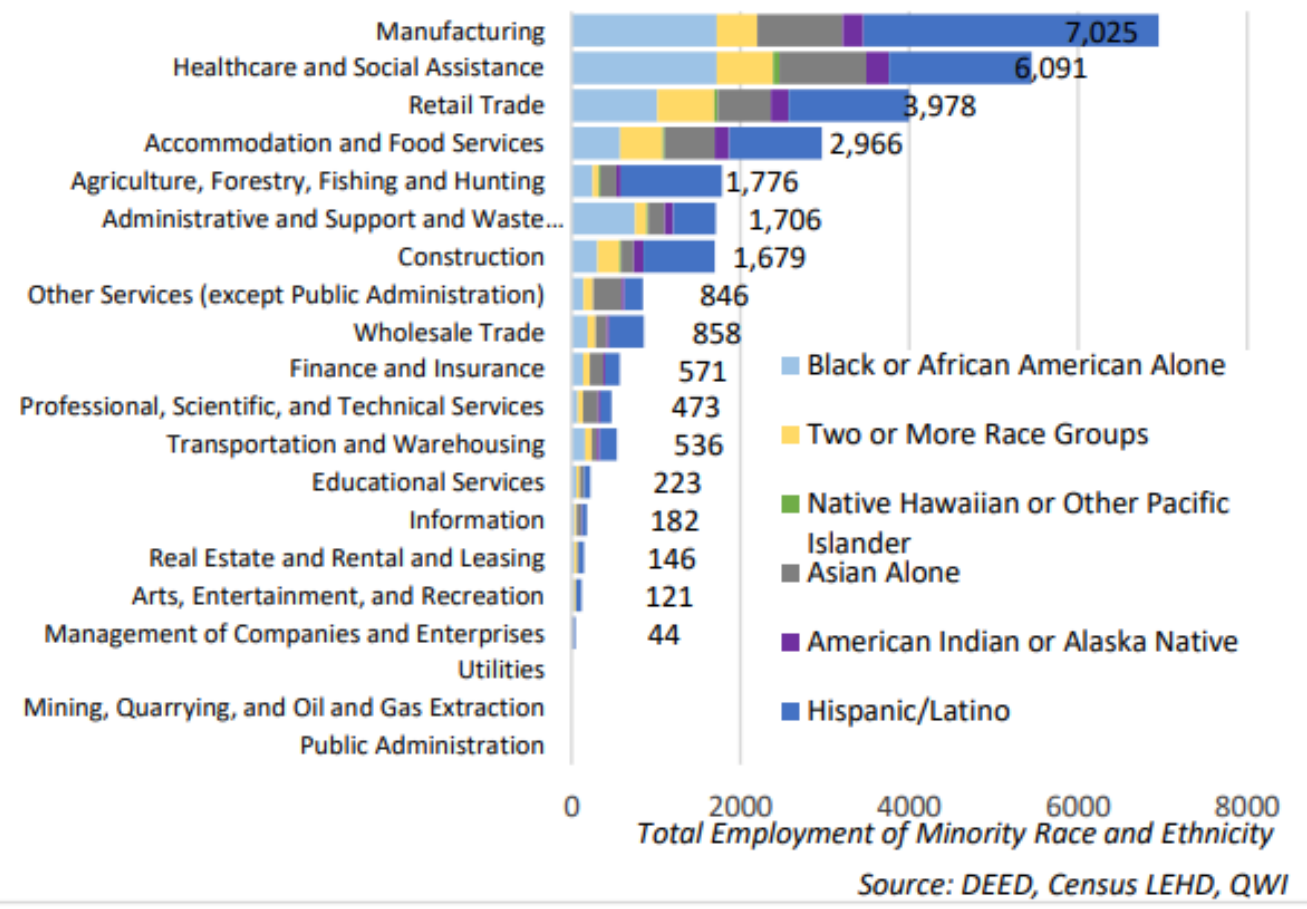
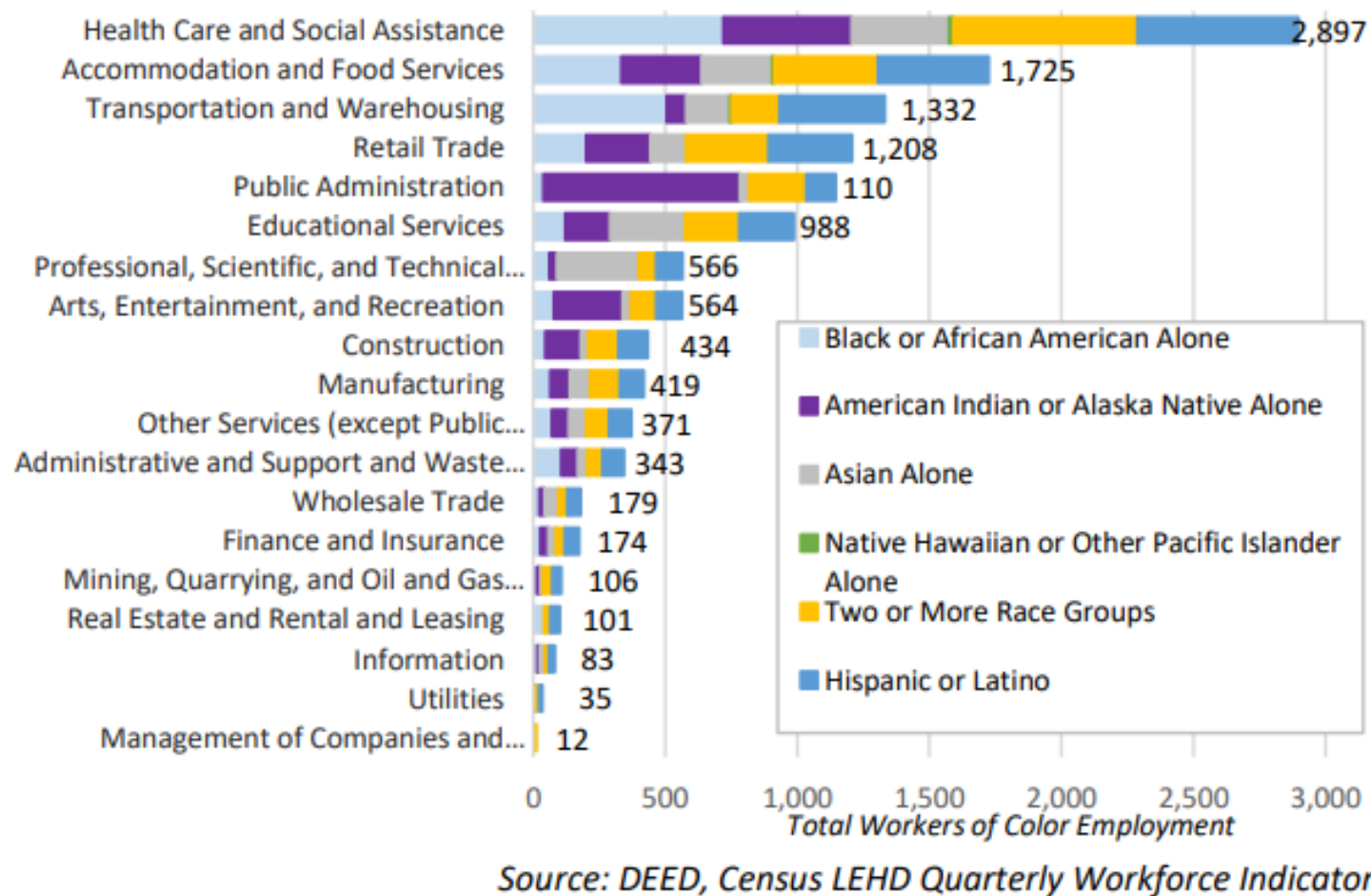


Figure 19. People of Color Employment by Industry, Northeast Minnesota, 2021



Central MN - Top 3 Sectors & ALANA Group

- Manufacturing
- Health Care & Social Assistance
- Retail

Northeast MN - Top 3 Sectors

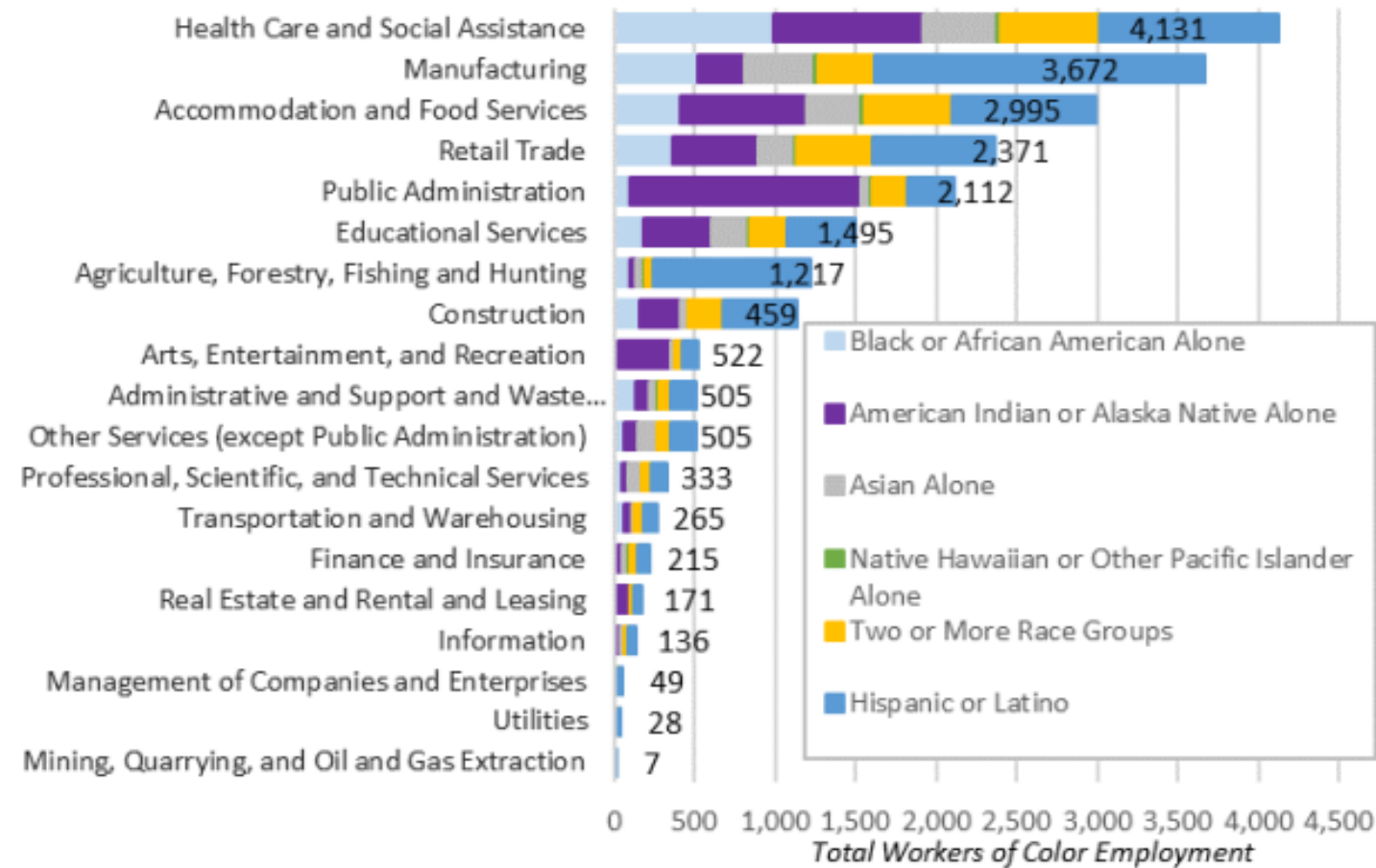
- Health Care & Social Assistance
- Accommodation & Food Services
- Transportation & Warehousing

<https://mn.gov/deed/data/regional-lmi/>

Top ALANA Occupations by Economic Planning Region



Figure 19. People of Color Employment by Industry, Northwest Minnesota, 2021

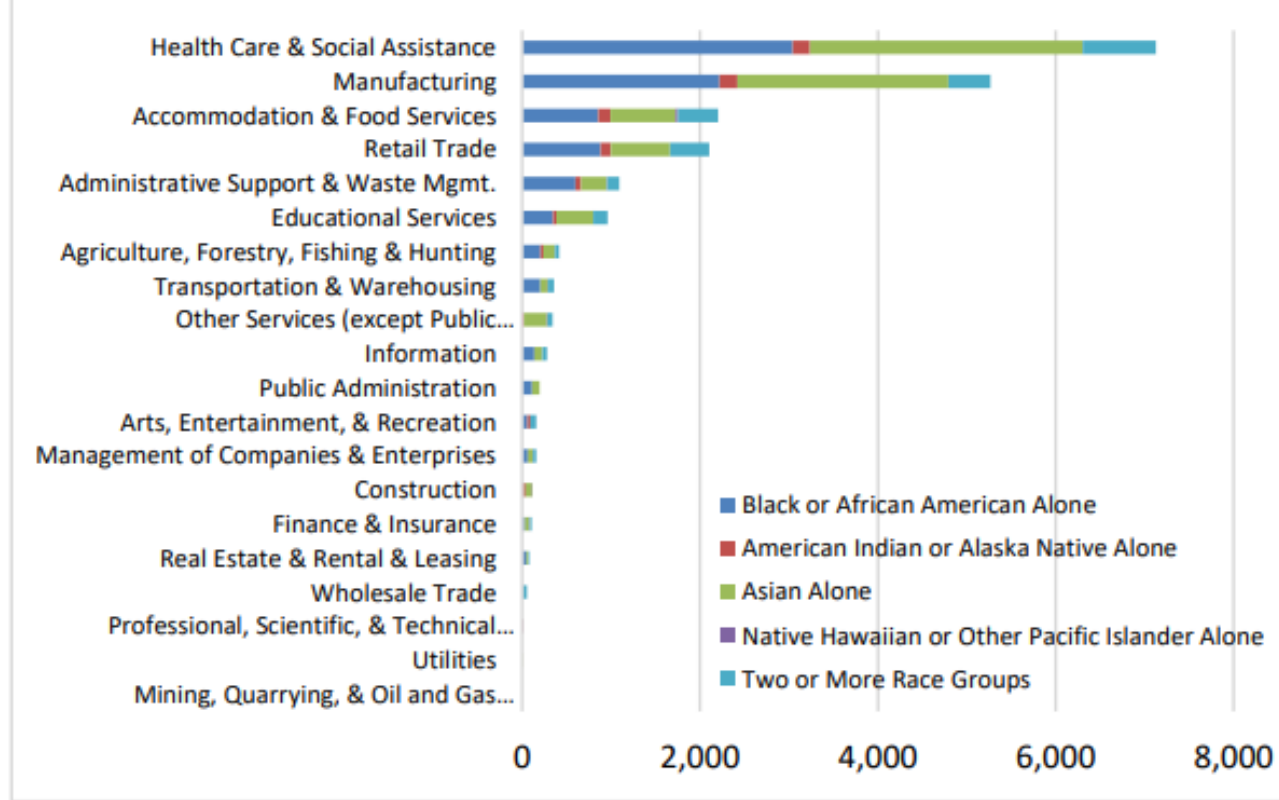


Source: DEED, Census LEHD Quarterly Workforce Indicators

Northwest MN - Top 3 Sectors

- Health Care & Social Assistance
- Manufacturing
- Accommodation & Food Services

Figure 18. Southeast Minnesota Employment by Other Races by Industry, 2020

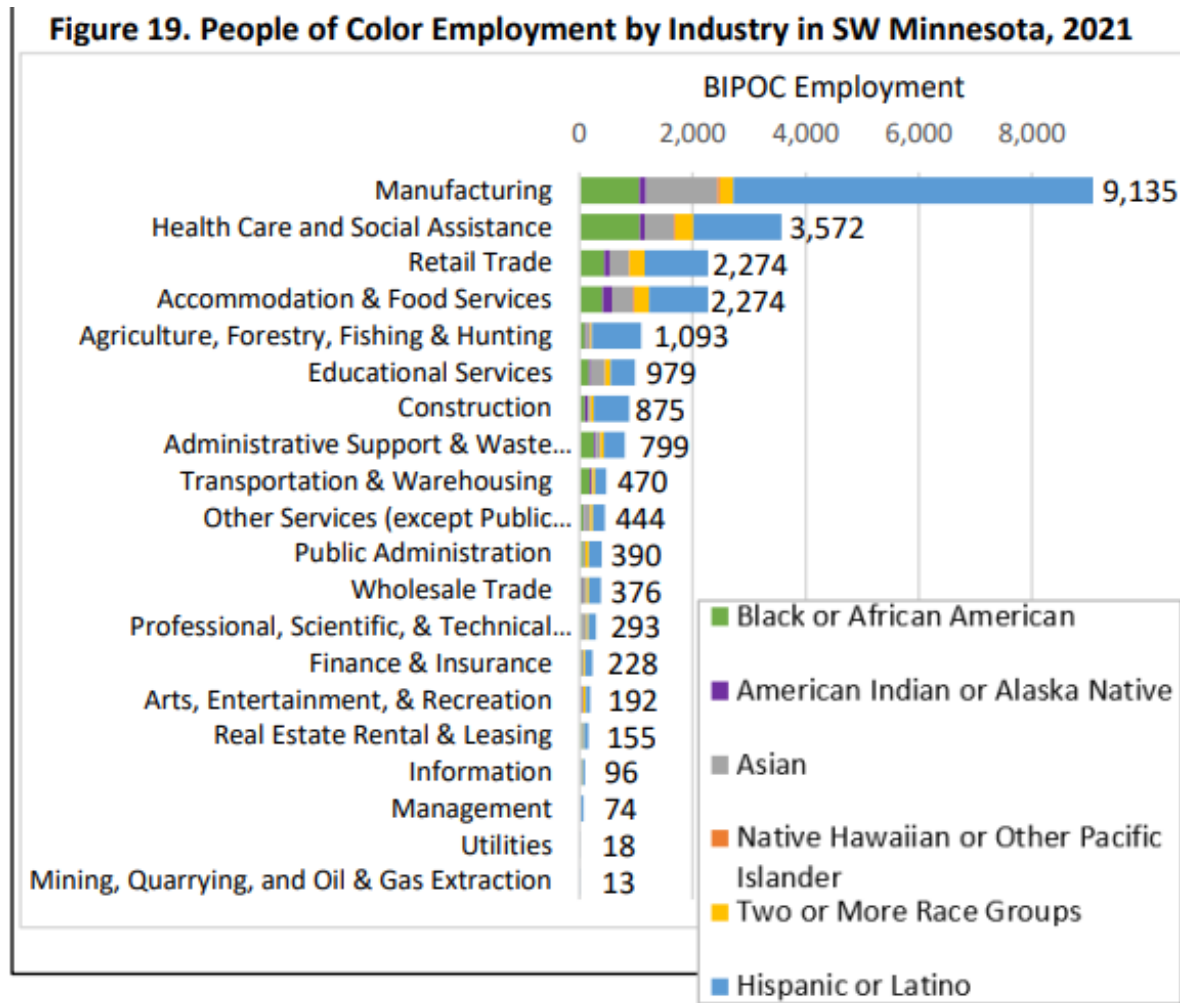


Southeast MN - Top 3 Sectors

- Health Care & Social Assistance
- Manufacturing
- Accommodation & Food Services

<https://mn.gov/deed/data/regional-lmi/>

Top ALANA Occupations by Economic Planning Region



Data by Planning Region Shows

Cultural Intelligence is needed as the ALANA composition changes by region

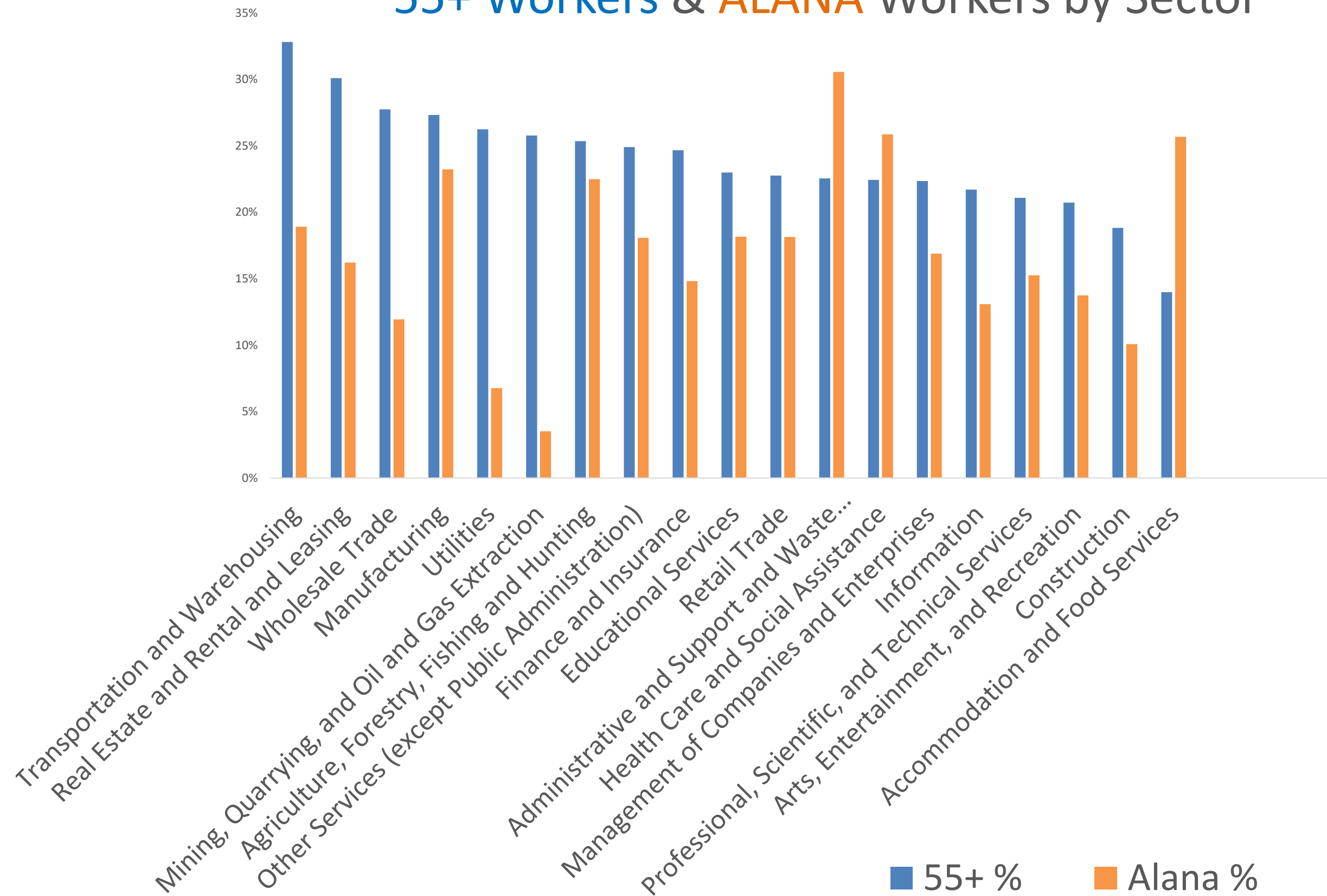
Each region would need a unique workforce strategy as top sectors change by region

Southwest MN - Top 3 Sectors

- Manufacturing
- Health Care & Social Assistance
- Retail

<https://mn.gov/deed/data/regional-lmi/>

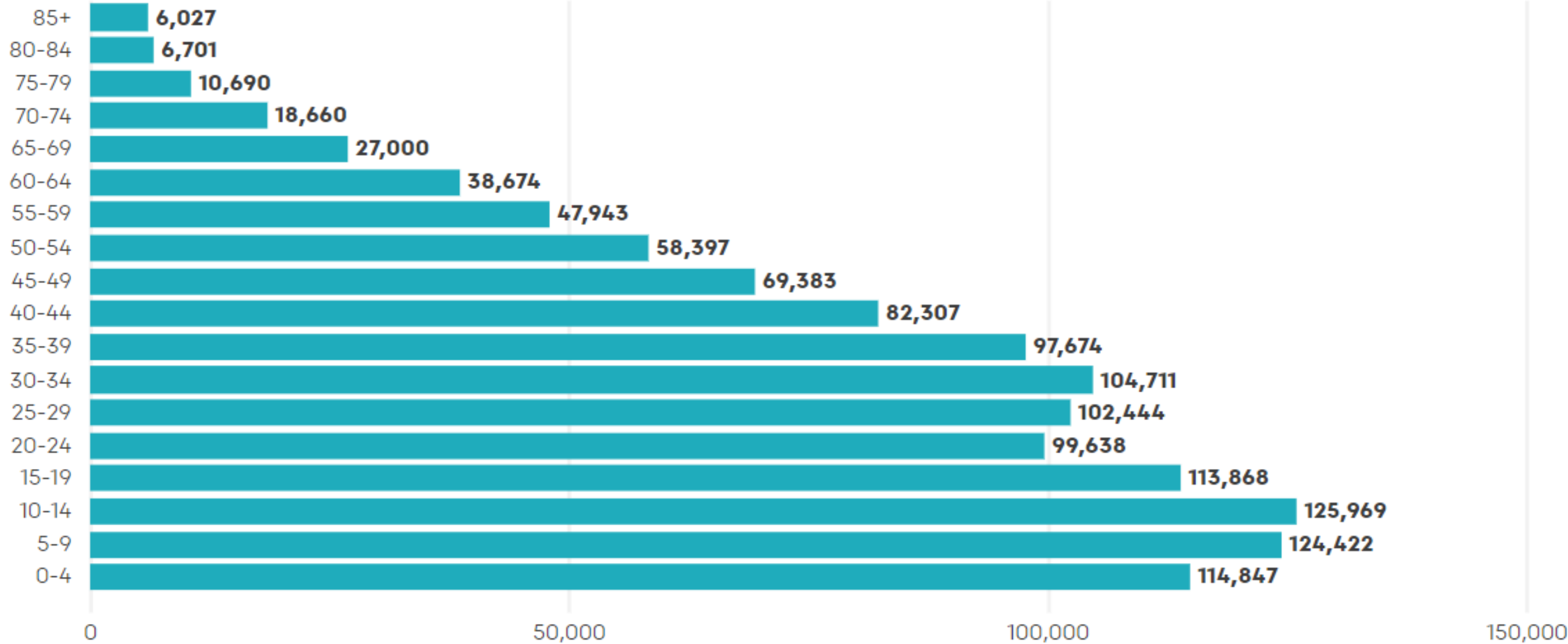
55+ Workers & ALANA Workers by Sector



Share of Older Workers Across Sectors is high. Alana workers fill a critical gap

Population of Color by age

Minnesota, 2021



Source: Minnesota Compass



ALANA - A Younger, Growing Population

Workers 55+ Greater than 25 percent

Transportation and Warehousing

Real Estate and Rental and Leasing

Wholesale Trade

Manufacturing

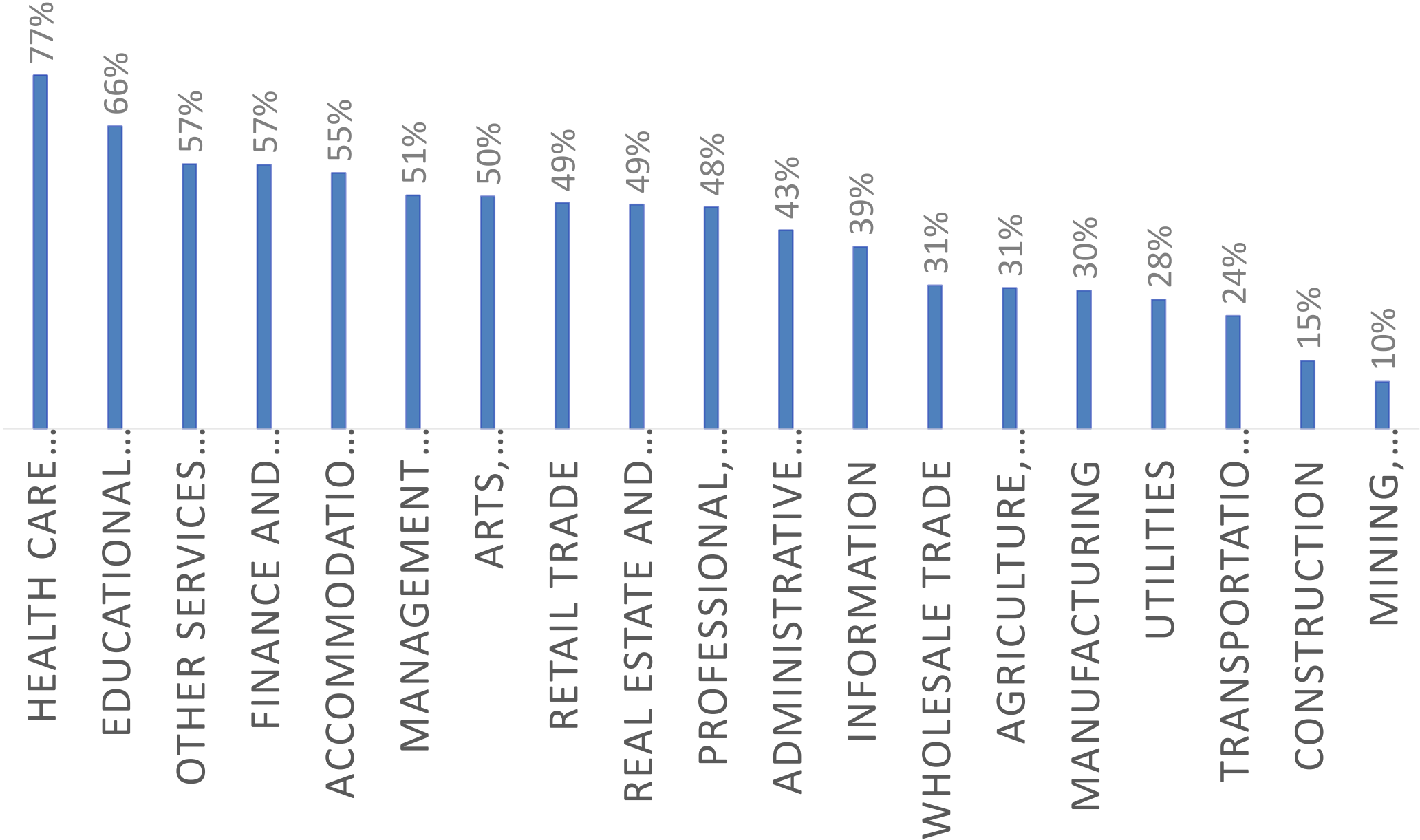
Utilities

Mining, Quarrying, and Oil and Gas
Extraction

Agriculture, Forestry, Fishing & Hunting



FEMALE WORKER %



Female Workers Majority Presence in the Workforce

Female Workers Greater than 50 Percent of Workforce

Health Care and Social Assistance

Educational Services

Other Services (except Public Administration)

Finance and Insurance

Accommodation and Food Services

Management of Companies and Enterprises

Arts, Entertainment, and Recreation

Table 2.

Overview of the Economic Status of Women of Color in Minnesota, 2016

	White	Hispanic	Black	Asian	Native American	Multiracial
Employment & Earnings						
Women's Median Annual Earnings for Full-Time, Year-Round Workers	\$44,210	\$29,535	\$32,806	\$39,369	\$32,653	\$38,887
Ratio of Women's to White Men's Earnings	80.1%	53.5%	59.4%	71.3%	59.2%	70.5%
Women's Labor Force Participation	65.5%	68.5%	67.9%	67.0%	58.1%	71.7%
Percent of All Employed Women in Managerial or Professional Occupations	46.9%	23.7%	26.6%	41.0%	31.6%	41.3%
Poverty & Opportunity						
Percent of Nonelderly Women with Health Insurance	96.3%	70.8%	91.6%	93.6%	81.4%	92.0%
Percent of Women with a Bachelor's Degree or Higher	36.9%	18.3%	14.9%	41.1%	N/A	39.5%
Percent of Women in Poverty	8.8%	23.6%	30.4%	14.4%	26.1%	21.9%

Notes: N/A=not available. Median annual earnings use five-year American Community Survey data (2011-2016) downloaded from American Fact Finder. All other indicators are calculated using three years of data (2014-2016) from the American Community Survey. Racial groups are non-Hispanic. For the earnings data, Asian does not include Pacific Islander women and multiracial does not include women of another racial category; for all other indicators, Asian includes Pacific Islander and multiracial includes women of another racial or ethnic category. Calculated by the Institute for Women's Policy Research.

<https://statusofwomendata.org/wp-content/themes/witsfull/factsheets/economics/factsheet-minnesota.pdf>



ALANA Female Worker Gap Relative to White Female Workers

Key Questions

How should this issue be addressed?

Build a World Class ALANA Workforce through the creation of a Long-Term ALANA Workforce Development Fund

Changing rules and regulations to make this fund and other programs accessible

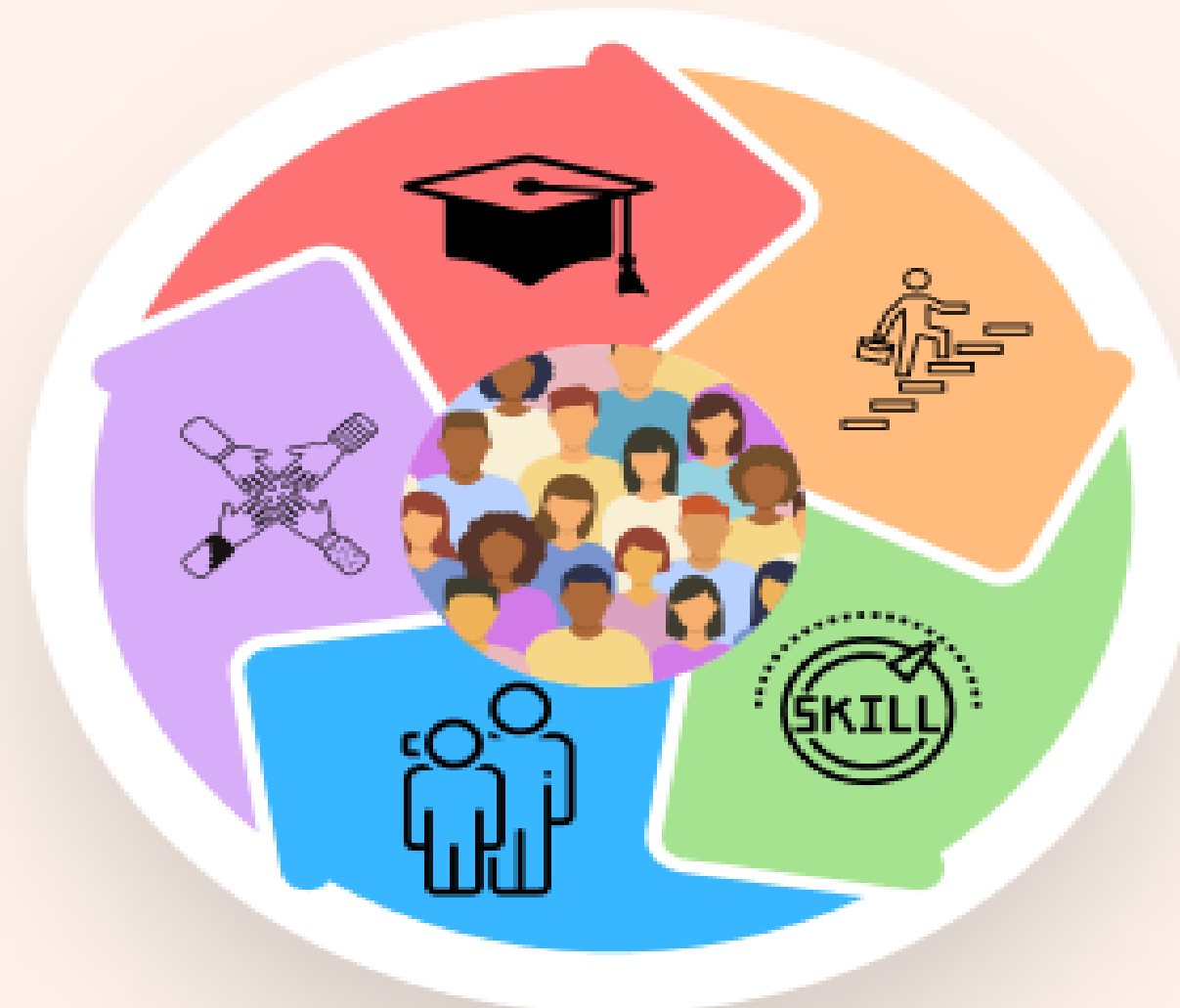
How much will it cost?



BUILDING

World Class ALANA Workforce

- Credentials, Degrees, Skills**
Programs to build credentials, acceptance of foreign credentials, development of badges etc
- Career Mobility & Workplace Inclusion**
Employers build workplaces that facilitate career mobility and inclusion in leadership and organizational success.
- Career & Sector Pathways & Programs**
Pathways to better jobs within and between sectors
- Internships & Apprenticeships**
Building the next generation of workers through paid work experience.
- Cultural Intelligence**
Integrating cultural intelligence into workforce programs and organizations.



ALANA Workforce Fund - \$200 Million

Consistent funding over 10-20 years to build a world class workforce

The “worker” is the core focus of the program and not the bureaucrat, funder, rules and reporting etc.

Career pathways within and between industries, especially in industries with an ageing workforce and new industry sectors, AI, alternative energy, big data etc

Youth apprenticeships tied to career pathways

Capacity Building for Workforce development organizations (outcomes driven, finance, accounting, evaluation, reporting, staff development, community connected, strong stakeholder engagement)

Culturally Intelligent, offer career growth and development, family and female friendly, population facing additional barriers to entry.

Funding has strong accountability, evaluation and reporting systems but minimum bureaucracy.

Allow creativity and innovation – and public, private and nonprofit partnerships



Principles

Leverage – private, other resources

Accessible - to all, both participants and providers

Outcomes – Performance driven

Culturally Intelligent – ALANA cultural differences

Flexible – able to adapt over time



Strategy

2023 – Allocate the funds. Appoint technical consultants to develop fund operation and participation details. Receive public input.

2024 – January. Adopt funds. Launch Funds



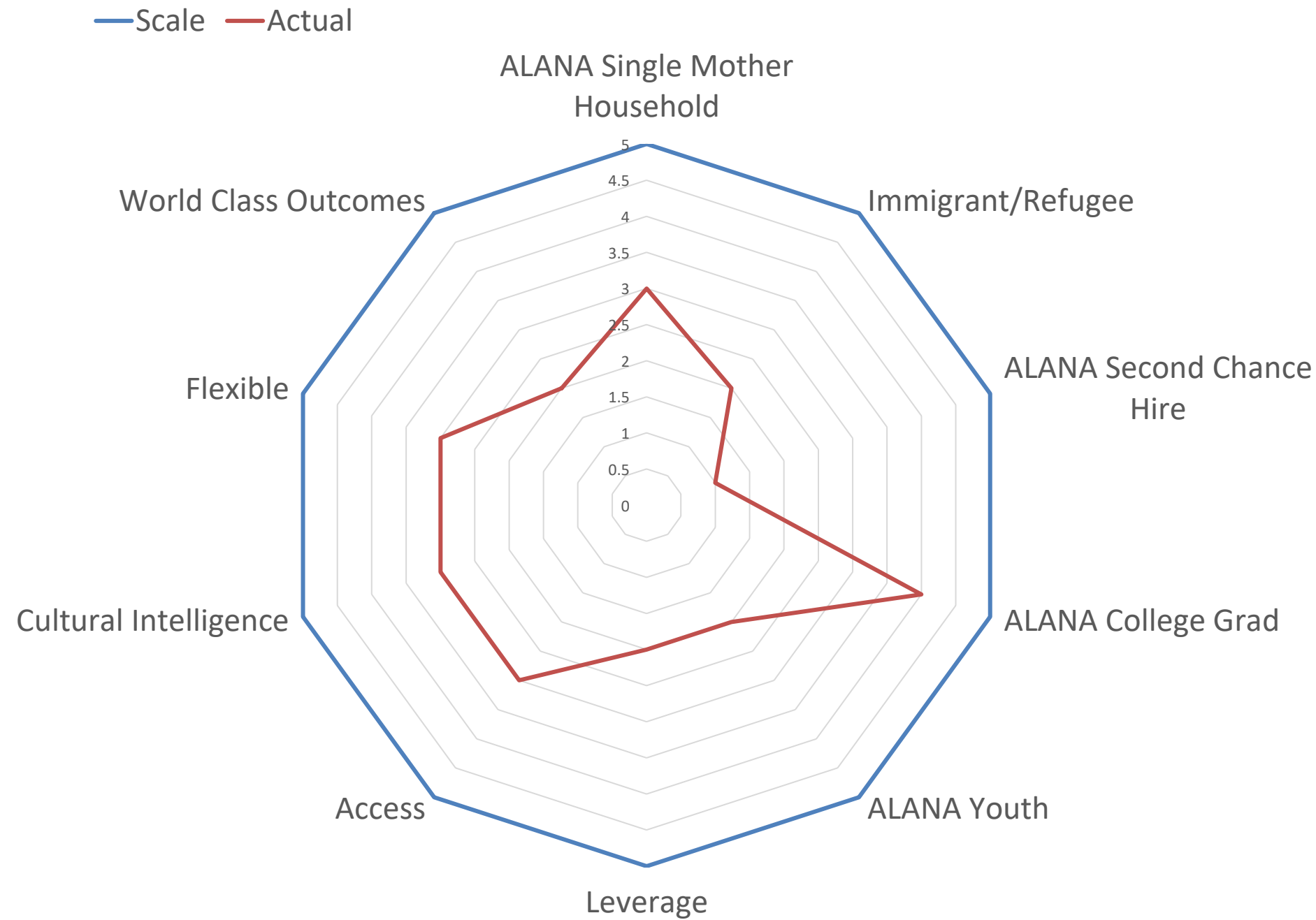
Key Questions

How will we assess outcomes?

The ALANA Workforce Fund Board will assess outcomes relative to the core fund principles: leverage, access, outcome goals, cultural intelligence and flexibility.



Evaluation Tool



Category	Scale	Actual
ALANA Single Mother Household	5	3
Immigrant/Refugee	5	2
ALANA Second Chance Hire	5	1
ALANA College Grad	5	4
ALANA Youth	5	2
Leverage	5	2
Access	5	3
Cultural Intelligence	5	3
Flexible	5	3
World Class Outcomes	5	2

References & Methodology

Bruce P. Corrie & Emma Corrie, 2023 “ALANA Workforce: Economic Contributions and Challenges Ahead.

Workforce Data from DEED Census QWI Explorer, 2021

American Community Survey, 2021, Census 2000 for Hmong & Mexican American Data

Economic Contribution of ALANA workers estimated using the ALANA Brain Trust IMPLAN Economic Model.



Contact to Continue the Conversation

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