

RESOLUTION 16D-48

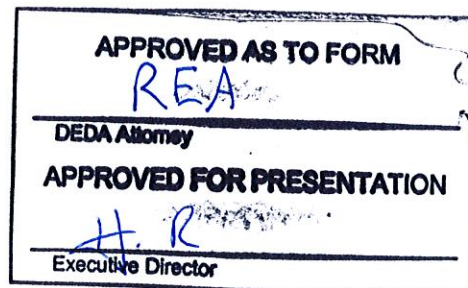
**RESOLUTION AUTHORIZING THE DEDA EXECUTIVE DIRECTOR TO ENTER INTO
AN AGREEMENT WITH NORTHSPAN
GROUP INC. PERTAINING TO THE NORTHFORCE.ORG WEBSITE AND TALENT
COMMUNITY DATABASE IN THE AMOUNT OF \$25,000**

RESOLVED by the Duluth Economic Development Authority (DEDA) that the DEDA Executive Director is hereby authorized to enter into an agreement with Northspan Group, Inc., for services related to the maintenance of the Northforce.org website and regional talent community database service in the amount of \$25,000, payable from Fund 860.

Approved by the Duluth Economic Development Authority this 26th day of October, 2016.

ATTEST:

Executive Director



STATEMENT OF PURPOSE: The purpose of this resolution is to establish services with Northspan to coordinate the Phase 2, Year 3 strategy and administration of NORTHFORCE, the regional talent community database/portal for subscribers (employers and prospective employees) with a curated and personalized approach to skills matching. This work will be conducted in partnership with APEX and other regional funding partners, such as IRRRB, the City of Superior, Douglas County, Knight Foundation, Duluth-Superior Community Foundation, and Aimclear.

The NORTHFORCE team is building upon the success of Phase 2 efforts in 2015 capitalizing on its hands on approach to connect motivated, skilled talent with successful employers in Duluth and surrounding region. The focus of Phase 2, Year 3 will be to launch a completely redesigned front and back end website to expand the NORTHFORCE outreach, improve awareness and maximize collaborative partnerships to support and achieve Key Performance Indicators developed by the project team. We will regionalize match making services for younger talent; conduct more business and education outreach for more job postings, internship opportunities and leverage of these important resources; improve and centralize information and accountability, including the design and build out of the career center/job board to make it a more robust data base system; leverage the statewide talent recruitment efforts; and work to develop a revenue model for ongoing sustainability of NORTHFORCE as a public/private partnership.

Northspan and APEX will work together to continue to convey the value proposition of the talent community, and evaluate the tools and results to help plan for activities beyond Phase II.