



COLLEGE OF CONTINUING EDUCATION

UNIVERSITY OF MINNESOTA



33rd Annual

MINNESOTA

Policy Conference

Wednesday, October 18, 2017

cce.umn.edu/mnpolicy



33rd Annual Minnesota Policy Conference

New!

Location, Accommodations, and Parking

The Commons Hotel

615 Washington Avenue SE
Minneapolis, MN 55414

Hotel reservations: 612-379-8888

The Commons Hotel is located directly off of the Metro Green Line. Parking is available in the Washington Avenue or University Avenue Ramps.

Registration and Fees

The conference fee is \$185 (\$85 for students). After October 4 the fee is \$235 (\$110 for students). Registration includes session materials, continental breakfast, lunch, breaks, and reception.

Continuing Education Units (CEUs)

Attendees will receive 0.6 CEUs signifying six hours of program participation. One CEU is defined as 10 hours of participation in a continuing education program.

Guidebook

Engage and network with fellow participants, browse keynote and concurrent sessions, and post on Twitter. Downloads of the mobile app will be available one month prior to the conference.

TO REGISTER

Register online at cce.umn.edu/mnpolicy.

2017 Conference Planning Committee

Paul Anton

Anton Economics

Peter Bodurtha

Hennepin County Center of
Innovation and Excellence

Emma Connell

Wilder Research

Kathie Doty

Center for Urban & Regional
Affairs, University of Minnesota

Nate Hierlmaier

Minnesota Department of Health

Beth Kittelson

Federal Reserve Bank of Minneapolis

Sarah Linville

Minnesota Department of
Human Services

Dan Loritz

Center for Policy Design

Dan Marckel

Metropolitan Council

Weston Merrick

Minnesota Management and Budget

Danny Nadeau

Hennepin County

Kristen Norman-Major

Hamline University

Louis Porter

Council for Minnesotans of African
Heritage

Katherine Schill, Chair

Minnesota House of Representatives

Nick Stuber

Wilder Research

For More Information

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“The horizon leans forward, offering you space to place new steps of change.”
–Maya Angelou

Tidal waves of change depict our policy environment in 2018. Our institutions of government and its people—the very threads of our democracy—are being tested in ways not previously envisioned, from our nation’s capital to our state capitol to the walls of each local government. Our responses at every level will affect the lives of Minnesotans. How will our policies continue to support a healthy and vibrant state of Minnesota?

As Nelson Mandela once said, “Education is the most powerful weapon which you can use to change the world.” For policy work, the elements of education include research and analysis, policy design and implementation, and evaluation and refinement. This year’s Minnesota Policy Conference seeks to provide an opportunity for individuals involved in policy work to share new ideas and new perspectives from policy innovators, to collaborate with peers from around the state, and to offer insights that can be used in on-the-job situations. In the current provocative political climate, we hope to bring you an atmosphere of openness and a receptive space to discuss the issues we face.

Our keynote speaker is Dr. Eric Jolly, president and CEO of Minnesota Philanthropy Partners. (Did you know that, among his many talents, Dr. Jolly previously worked as a psychometrician?) Always an engaging speaker, Dr. Jolly’s presentation will help us to Explore Where Philanthropy and Public Policy Meet. I know you will find him both interesting and inspiring!

I encourage you to stay for our closing session at 3:30, “The Urban/Rural Divide, Creating Partnerships to Tackle Inequities,” after which we will have a cocktail reception. As you begin to plan your day, we hope you will find engaging discussions to attend and take the opportunity to meet new friends and network with colleagues. Together, we can transform the way we meet the challenges of our field.

Before I close, I would like to thank the members of this year’s Planning Committee who have worked tirelessly to make this conference happen. I’d also like to thank each of you for attending our conference and bringing your ideas and expertise. As policy leaders in Minnesota, you have the vision, knowledge, and experience to help pave the way for the future.



Katherine Schill, Committee Chair
Minnesota Policy Conference



Keynote Speaker

8:45 a.m. Exploring Where Philanthropy and Public Policy Meet
Dr. Eric J. Jolly, President and CEO, Minnesota Philanthropy Partners



Last year, the USC Center on Philanthropy and Public Policy held a forum to examine what happens at the intersection of government and philanthropy to create impact. National issues including health care, urban redevelopment, civic involvement, and capacity building provided a rich basis for opportunity and partnership. In Minnesota, where does philanthropy meet public policy? Is philanthropy leading government ... or following government’s lead?

What should we be turning our eyes to for the future?

Closing Session

3:45 p.m. The Urban/Rural Divide: Creating Partnerships to Tackle Inequities

Moderator: *Kristen Norman-Major*, Hamline University

Presenters: *Kara Carlisle*, McKnight Foundation; *Scott Peterson*, Schwan’s Company; *Brad Finstad*, Center for Rural Policy and Development

In many areas of public policy, forming partnerships to address multi-faceted challenges is proving to be a fruitful strategy. One of the most enduring inequities in Minnesota has been the divide between urban and rural areas, in incomes and resources. The growth of minority populations in Greater Minnesota has added an extra layer of complexity. An engaged panel will discuss current partnership initiatives to address this urban/rural divide and promising avenues for future progress.

7:30 a.m.	Registration and Continental Breakfast			
8:30	Welcome and Opening Remarks			
8:45	Opening Plenary: Exploring Where Philanthropy and Public Policy Meet <i>Dr. Eric J. Jolly, Minnesota Philanthropy Partners</i>			
10:00	Break			
10:30	Concurrent Sessions			
	1 Evidence of Causal Claims: Getting to Cause and Effect	2 State and Local Climate Action In a Time of Denial	3 Moving Policy Work Beyond Diversity to Real Equity	4 Comparing Business Climate and Competitiveness Studies—What Do They REALLY Tell Us?
11:45	Lunch			
12:45 p.m.	Concurrent Sessions			
	5 The Next 30 Years of Regional Development: Peeking Into the Future	6 Federal Health Care Reform in Minnesota	7 The Minnesota Rural Equity Project	8 How Are States Managing Changes in the State-Federal Relationship? What Does this Mean for Local Governments?
2:00	Break			

2:15	Concurrent Sessions			
	9 Measuring Neighborhood Change: Three Recent Approaches	10 Mini-Workshop: Applying the Design Process to Policy Formation	11 The Ever-Changing Media Landscape—How to Tell Your Story	12 Identifying a Clearer Pathway: How to Move from Data Collection to Policy and Improved Practice
3:30	Break			
3:45	Closing Session: The Urban/Rural Divide: Creating Partnerships to Tackle Inequities <i>Kara Carlisle, McKnight Foundation; Scott Peterson, Schwan's Company; Brad Finstad, Center for Rural Policy and Development</i>			
4:30	Reception			
5:30	Adjourn			



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7:30 a.m. Registration and Continental Breakfast

8:30 Welcome and Opening Remarks
Katherine Schill, Minnesota House of Representatives

8:45 Exploring Where Philanthropy and Public Policy Meet
Dr. Eric J. Jolly, President and CEO, Minnesota Philanthropy Partners

10:00 Break

10:30 Concurrent Sessions

1 Evidence of Causal Claims: Getting to Cause and Effect

Moderator *Peter Bodurtha*, Hennepin County
Presenters *Ellen Bendewald*, Minnesota Department of Employment and Economic Development; *Weston Merrick*, Minnesota Management and Budget

Making a causal claim is an intuitive and powerful way to communicate the impact of a program. Typically, however, analyses can only arrive at correlation. This presentation will provide tangible steps to increase the use of causal inference. Using examples from MMB and DEED, the presenters will illustrate the method's nuts and bolts, from reviewing literature to estimating outcomes. The panel will also discuss finding resources to conduct this research.

2 State and Local Climate Action In a Time of Denial

Moderator *Paul Anton*, Anton Economics
Presenters *Adam Duinick*, Metropolitan Council; *J. Drake Hamilton*, Fresh Energy; *Anne Hunt*, City of Saint Paul

Even if federal policies are temporarily derailed by climate denial, there is much that states, regions, and municipalities can do to fight climate change, help achieve the goals of COP21, and adapt to the climate changes that have already taken place. Three involved policy experts will discuss what is already being done and what additional actions are available to units of government.

3 Moving Policy Work Beyond Diversity to Real Equity

Moderator *Jeff Schiff*, Minnesota Department of Human Services
Presenters *Justine Nelson*, Minnesota Department of Human Services; *Anthony Stately*, Native American Community Clinic; *Erin Sullivan Sutton*, Minnesota Department of Human Services

Who are the Medicaid enrollees who experience the greatest number of health disparities? Learn about what the Minnesota Department of Human Services is doing to identify these individuals and the interventions at play that may improve these outcomes.

4 Comparing Business Climate and Competitiveness Studies—What Do They REALLY Tell Us?

Moderator *Katherine Schill*, Minnesota House of Representatives
Presenters *Peter Fisher*, Iowa Policy Project; *Mark Haveman*, Minnesota Center for Fiscal Excellence

In 2015, CNBC lauded Minnesota as the Top State for Business, “with one of the healthiest economies in the nation” while the Minnesota Chamber of Commerce claimed that business costs here are among the highest in the nation. How can both be true? What do business climate and business competitiveness studies really say about Minnesota, and what message do they convey for policy-making? This session will compare various studies and offer suggestions for their utility in the decision-making process.

11:45 Lunch

5 **The Next 30 Years of Regional Development: Peering Into the Future**

Moderator *Beth Kittelson*, Federal Reserve Bank of Minneapolis
Presenter *Todd Graham*, Metropolitan Council

How do we predict and prepare for the next 30 years in our region? This session will present methods and variables used in preparing economic and sociodemographic forecasts, discuss changes on the way, and provide examples of policy and program actions built to address these predicted changes. Attendees will learn how to see into the future.

6 **Federal Health Care Reform in Minnesota**

Moderator *Elizabeth Lukanen*, State Health Access Data Assistance Center, University of Minnesota
Presenters *Peter Brickwedde*, Minnesota Department of Commerce; *Elizabeth Lukanen*; *Peter Nelson*, Center of the American Experiment; *Stacie Weeks*, Minnesota Department of Human Services

How has the Affordable Care Act changed the way Minnesotans have access to health care? What would new federal legislation do to improve access issues and how might this affect Minnesotans? Are there alternative solutions at the state level to address these issues? Health policy experts will discuss these and other topics related to health care reform.

7 **The Minnesota Rural Equity Project**

Moderator *Matt Schmit*, Growth & Justice
Presenters *Jennifer Godinez*, Minnesota Education Equity Partnership; *Will Kaul*, Great River Energy; *Ann Mulholland*, Minnesota Philanthropy Partners

What kinds of state policies, public investments, business incentives, and local initiatives work best to strengthen Greater Minnesota communities, revitalize local economies, and reduce inequality, poverty, and racial disparity? This collaborative effort by four statewide organizations will provide answers to this momentous and timely question.

8 **How Are States Managing Changes in the State-Federal Relationship? What Does this Mean for Local Governments?**

Moderator *Esme Murphy*, WCCO
Presenters *Larry Jacobs*, Hubert H. Humphrey Institute, University of Minnesota; *Secretary Scott Neitzel (invited)*, *Deputy Secretary Cate Zeuske (invited)*, Wisconsin Department of Administration

Because state governments existed before the creation of the federal government, the US Constitution identifies those enumerated powers of the federal government, while also recognizing the rights and responsibilities of state governments. Given the far-reaching changes of the Trump administration, how are states responding to policy decisions that affect state laws and state budgets?

2:00 **Break**

2:15 **Concurrent Sessions**

9 **Measuring Neighborhood Change: Three Recent Approaches**

Moderator *Dan Marckel*, Metropolitan Council
Presenters *Baris Gumus-Dawes*, Metropolitan Council; *Ed Goetz*, University of Minnesota; *Bob Streetar*, City of Oakdale

Analyzing and acting on neighborhood change can take many forms. This session will compare and contrast three recent data projects with different emphases: gentrification within Minneapolis and Saint Paul, transitions in suburbs across the metropolitan region, and fine-grained changes and policy actions in a single suburban city. Attendees will learn how to focus their own analysis for maximum impact.

10

Mini-Workshop: Applying the Design Process to Policy Formation

Moderator and Presenter

Thomas Fisher,
Minnesota Design Center,
University of Minnesota

The same process used to design buildings can also be applied to reimagine the invisible structures of services and systems that we depend on in our daily lives. Building on his plenary address at last year's Policy Conference, Thomas Fisher offers concrete advice on how to improve policies in areas as diverse as education, politics, economics, and public health.

11

The Ever-Changing Media Landscape—How to Tell Your Story

Moderator *Peter Bodurtha,*
Hennepin County

Presenters

Kevin Duchschere, Star
Tribune; *Carolyn Marinan,*
Hennepin County; *Mary Tan,*
City of Brooklyn Park

The explosion of social media, a news cycle that never ends, and expectations for instant answers has changed how organizations interact with the media and the general public. Join the conversation with communications experts as we discuss how to navigate this fast-paced landscape and tell your story in a world where the camera is always on, the news cycle is 24/7, and everyone is a journalist.

12

Identifying a Clearer Pathway: How to Move from Data Collection to Policy and Improved Practice

Moderator *Rachel Vilsack,*
Minnesota Department
of Employment and
Economic Development
Presenters *Susan Bower,*
Minnesota State
Demographic Center;
Stephanie Hogenson,
Children's Defense
Fund-Minnesota;
Jennifer Trost, Century
College; *Cael Warren,*
Wilder Research

Minnesota's State Longitudinal Education Data System (SLEDS) and recently launched Early Childhood Education Data System (ECLDS) bring together data from multiple state agencies, now available for public use. Hear from panelists representing organizations who are using SLEDS and ECLDS data, to better identify pathways, improve outcomes, and inform decisions to support and advance education and workforce policy at state and local levels.

3:30 **Break**

3:45 **The Urban/Rural Divide: Creating Partnerships to Tackle Inequities** *Kara Carlisle,* McKnight Foundation; *Scott Peterson,* Schwan's Company; *Brad Finstad,* Center for Rural Policy and Development

4:30 **Reception**

5:30 **Adjourn**

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Hamline University

Hennepin County

League of Minnesota Cities

Metropolitan Council

Management Analysis and Budget

Wilder Research

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