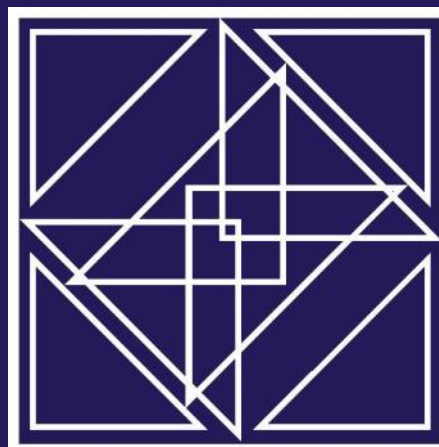


2010 Annual Report



Ramsey County
Workforce
Investment
Board

Executive Summary

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In 2010, the Ramsey County Workforce Investment Board (WIB) continued focus on its nationally recognized Healthcare Initiative, which develops a career pathway for low-skilled adults to prepare for and find employment in medical office careers, a field identified as an area of high demand by the local healthcare providers. In the course, students are supported in their academic content by an Adult Basic Education (ABE) teacher working alongside the content instructor. Students are provided wrap-around support services by the Central Point of Contact who works with the ABE and content instructors to ensure each students’ needs are met and minimize any barriers to success.



WIB Leadership from left: Doug Hubbard, Chair-Elect; Mary Jo Gardner, CEO; Butch Howard, Chair

The initiative began in 2008 as a partnership between the WIB, Saint Paul College and Saint Paul Public Schools ABE and now includes partners representing employers, education and the local job seeker/adult learner population (see p. 6 for a full list of partners). Since the start of this initiative, this dynamic team has operated in the best interest of the healthcare employers and the low-skilled adults they serve, with partners exploring new avenues in their organizations to ensure success for the students and the initiative. When asked why this particular program has seen such a success, partners site each other’s willingness to collaborate and go beyond “business as usual” as paramount. I would like to thank each partner for their part in this

initiative and give a special thank you to WIB member Mary Russell, and her employer, HealthPartners, for leading this initiative and ensuring the employer’s voice was included in every step of the process.

2010 was the WIB’s first full year operating under its new strategic vision. With the principles established in the WIB’s strategic plan, vision and mission, the board has a renewed sense of purpose to the work it takes on. The WIB embraced its vision as being the leader for workforce development change by introducing the Issues Awareness Program. This program aims to inform members and community stakeholders on key workforce issues in Ramsey County while establishing the WIB as a thought leader in this arena. Through this program, Issues Awareness Briefs are developed that outline the issue, highlight action taken and identify further action to be taken.

An issue the WIB is addressing is the racial disparities in employment in Ramsey County. The board has established a Blue Ribbon Commission that will focus on this issue in 2011. For information on this, please visit the WIB’s website at www.rcwib.org. We look forward to continuing to serve Ramsey County’s employer and job seeker communities with your partnership.

-Butch Howard, Chair, Ramsey County Workforce Investment Board

Ramsey County Board of Commissioners

It is hard to believe that 10 years have elapsed since the Ramsey County Board of Commissioners established the business-led Workforce Investment Board (WIB) in July, 2000. The WIB has matured into an organization recognized for its leadership in convening partners and stakeholders around a workforce development vision for the County.

At a time when finding work is on the minds of so many, and finding qualified, highly skilled workers is central to the competitiveness of the business community, it is important to have a body, like the WIB, focused on outcomes that support both groups.

The Ramsey County Board of Commissioners offers congratulations to the WIB for ten years of service. We also take this opportunity to thank the members of the WIB, past and present, for their tireless dedication, and for their work on behalf of our community. It is our hope that the WIB will continue to set the vision and future direction for our region's workforce needs by forward thinking and by being a leader in innovation.



Ramsey County Board of Commissioners. Front row from left: Janice Rettman; Victoria Reinhardt, Chair; Rafael Ortega. Back row from left: Jan Parker; Tony Bennett; Jim McDonough; Toni Carter.

Saint Paul Mayor Chris Coleman

Employment issues dominated the national conversation in 2010 as job growth lagged behind all other indicators of an economic recovery. What kinds of jobs are being created? Where are they? Who's getting them? What kind of interventions do those patterns suggest? From Wall Street to Main Street, the topic was—and continues to be—jobs.

In our region, with comparatively lower unemployment, the disparity in unemployment along racial lines captured our attention. The 3:1 unemployment ratio between black and white workers is one of the highest in the nation and is exacerbated by a similarly significant educational achievement gap. It is clear to everyone that disparities of that magnitude will prevent Minneapolis-Saint Paul from being competitive in a global economy.

The Blue Ribbon Commission convened by the Workforce Investment Board is an important step forward. Charged with identifying and recommending strategies to reduce racial employment disparities in Ramsey County, the Commission will focus on strategies that can be implemented within the next five years. I look forward to their report and to working with the WIB in fully implementing its recommendations.



What is the Ramsey County WIB?



The Ramsey County Workforce Investment Board (WIB) aims to be the catalyst for comprehensive workforce development strategies that address both employer and jobseeker needs.

The WIB accomplishes this by identifying current and emerging needs, creating innovative community partnerships to address

the needs of businesses and job seekers, and by overseeing publicly-funded workforce programs.

The Workforce Investment Act of 1998 (WIA) created local Workforce Investment Boards across the country. As established, Workforce Investment Boards are business-led, maintaining 51% business representation with a balance of stakeholders from economic development, community-based organizations, education, labor and local government.

In 2000, the City of Saint Paul and Ramsey County merged their independent workforce boards to create the unified Ramsey County WIB, combining resources to effectively serve the geographic area of Ramsey County, with input and guidance from the two major elected-officials in the community. On behalf of the citizens in Ramsey County, **the WIB accomplishes its charge through:**

- Overseeing the workforce programs funded by WIA to **ensure an efficient and effective use of resources** to serve the employers and job seekers in Ramsey County.
- Surveying the local area to **define current and future labor force needs** and identify gaps. This is done locally and regionally with our workforce partners.
- Convening local partners to **create collaborative efforts to fill identified gaps**. This allows for the community to leverage workforce resources and for our partners to use their expertise to serve job seekers and employers.
- Engaging members, partners and staff in **advocacy opportunities to improve the efficiency and effectiveness of workforce preparation**.
- Communicating with stakeholders on the needs and opportunities in our community to **provide strategic direction to workforce development** in Ramsey County.

The work of talented board members, supported by the WIB's dedicated staff, has allowed the organization to find innovative strategies to address identified needs. The Friends of the Workforce Investment Board (FWIB) was incorporated in late 2004 to support the mission and goals of the WIB by serving as the organization's employer of record and fiscal agent. In 2005, the FWIB was granted 501(c)(3) nonprofit status by the Internal Revenue Service, allowing the FWIB to attract funding for the community through foundations and the private sector.

2010 Top Accomplishments

Priority: The WIB will strengthen its role as a strategic leader in workforce development through oversight, communication and advocacy efforts.

- Engaged in annual compliance activities, including the review and approval of the WIA Youth Plan and the development of the DEED annual Local Plan, which outline how workforce resources will be used in Ramsey County.
- The Youth Council worked with Workforce Solutions to develop a Request for Proposals for YouthLEAD services, seeking local youth services providers to work with Ramsey County youth over the next 3 to 5 years.
- The WIB's Healthcare Initiative partners (see p. 6 for further information on this initiative) communicated the important lessons learned from the project to local and national stakeholders, including U.S. Senator Franken, U.S. Congresswoman McCollum; Michael Murphy, Vice Chancellor of MnSCU; and Center for Law and Social Policy.
- The US Department of Labor's Employment and Training Administration's Office of Workforce Investment is leading a Career Pathways Initiative with an aim to help the public workforce system and its partners build effective career pathway programs for adult and dislocated workers. Minnesota was chosen as one of the states to work with the DOL on the project and Minnesota chose the WIB's Healthcare Initiative as the project on which to base the state's work.
- The Market Trends and Oversight Committee introduced an Issues Awareness Program as a way to process information for members, businesses, funders and other key influencers about local workforce issues, as well as to position the organization as a strategic thought leader in workforce development.

The WIB has received national recognition for their work on the Healthcare Initiative. See page 6 for more information about this project.

Priority: The WIB will actively engage in workforce opportunities through local and regional collaborations to meet the needs of employers and jobseekers in Ramsey County and beyond.

- The WIB kept informed of local workforce/economic development projects such as the MN Chamber of Commerce's Grow Minnesota! Program, that aims to attract and retain business in the state, and the Central Corridor Light Rail Transit line.
- The Market Trends and Oversight Committee completed an environmental scan of leading industries, soliciting direct input from employers and industry experts representing healthcare, manufacturing and financial services. From this scan, the WIB determined its 2011 sector foci of healthcare and manufacturing. (See p. 7 for more details)
- The WIB continued work on its innovative Healthcare Initiative, preparing individuals for careers in Medical Billing and Coding. The initiative received additional funding with the next phase housed in Saint Paul College's credit-based programs where the students will focus on the Medical Office Careers Program.
- The WIB began coordinating outreach efforts to employers and conducting an environmental scan to define business needs for the RENEW project, a partnership between Minneapolis and Workforce Solutions to provide green training to individuals from economically disadvantaged neighborhoods in Saint Paul and Minneapolis. RENEW is funded through a \$4 million grant from the Department of Labor and includes training in the areas of construction and deconstruction, building systems, renewable energy, and green manufacturing. Outreach efforts will continue in to 2011.

Ramsey County WIB Healthcare Initiative

The WIB's Healthcare Initiative is a response to data predicting a shortage in healthcare workers. Meeting with local healthcare system employers, an environmental scan and needs analysis was conducted in 2008 that identified a need across healthcare systems for certified Medical Billers and Coders. Medical Billing and Coding positions can serve as a significant entry point into the healthcare field, growing the pool of workers who may be trained to fill other in-demand healthcare careers and increasing the individual's earning potential.

Recognition for the WIB's Healthcare Initiative

- The Healthcare Initiative has been selected as the focus of work with the US Dept. of Labor on building Career Pathways
- The Healthcare Initiative was honored with the 2010 MN Workforce Council Association Best Practice Award

With this information, the WIB and its partners developed pathways to prepare low-skilled adults for a career in the Medical Billing and Coding and Medical Office Careers fields. Implementation for the first phase of the project was completed in 2010 and planning for the second phase began. The instruction for both phases has been carried out through an integrated programming model, which provides students with Adult Basic Education (ABE) support within the content classroom.

Phase One Purpose: To prepare low-skilled adults for certification in Medical Billing and Coding

Structure:

- Low-skilled adults were in a cohort at the Hubbs Center, with Saint Paul College content instructors and an ABE instructor working together during class to ensure student success.
- The fast-tracked 8-months course was provided by Saint Paul College Customized Training.
- Students received supportive services through Goodwill/Easter Seals MN and Quality Career Services.
- Students had access to LearnerWeb, an online tool with lessons that supported the in-class curriculum.
- Local employers provided input into program, curriculum development and student work experiences.
- The project supported students through the 8-month course, preparation for the national certification exam, and fees for two certification test attempts.

Outcomes:

- Of the 19 students who began the course in November 2009, 15 students completed the course.
- 4 students have self-reported that they have jobs in the healthcare industry since course completion.

Partners:

- Community Action Partnership of Ramsey and Washington Counties
- Goodwill/Easter Seals MN
- Greater Metropolitan Workforce Council
- HealthPartners
- Lifetrack Resources
- Presbyterian Homes
- Ramsey County WIB
- Saint Paul College
- Saint Paul Community Literacy Consortium
- Saint Paul Public Housing
- Saint Paul Public Schools Adult Basic Education
- Workforce Solutions

Funding:

- MN Department of Employment and Economic Development FastTRAC Grant
- Governor's Workforce Development Council - Collaborative Grant
- Tuition support from Goodwill/Easter Seals MN and Quality Career Services

Ramsey County Labor Market Assessment

The Ramsey County WIB regularly reviews and considers labor, industry and economic data to identify industry sectors for focus. Through their Issues Awareness Program, the WIB's Market Trends and Oversight Committee (MTOC) reviewed labor market projections from the Minnesota Department of Employment and Economic Development (DEED). To gain a better understanding of the current landscape, the MTOC also invited representatives from healthcare, manufacturing and financial services to discuss key workforce issues and challenges in their industry. From this study, healthcare and manufacturing were selected as focus industries as they are shown to be significant to current and long-term job stability and growth in Ramsey County. Below are highlights from each industry, gleaned through DEED data and industry representatives.

Healthcare industry

- Healthcare and social assistance represents 14.2% of total jobs or 216,000 jobs in the Twin Cities with high employment growth during the recession.
- Healthcare jobs will grow by 25% between 2009 and 2019, with half of the 50 fastest growing occupations in Minnesota being healthcare related.
- Job openings are expected to increase or continue for nurses, therapists, technicians, housekeepers and nutritionists.
- Higher qualified nurses are taking positions that require lower levels of certification.
- As the need for electronic medical records continues to grow, it is critical to train people in the emerging field of healthcare information technology. Currently, Minnesota is participating in several grants exploring how to train people to work in this growing field.
- Various care delivery models and education pathways are being piloted and reviewed.

Manufacturing industry

- Job expansion in the manufacturing industry is expected in the areas of electronic instrument, medical equipment and supplies, household and institutional furniture and pharmaceutical and medical manufacturing.
- Manufacturing represents 11.8% of total jobs or 153,600 jobs in the Twin Cities.
- Employers have difficulty finding applicants with the technical and soft skills needed for the jobs.
- Employers are hiring candidates and training them internally and/or utilizing temporary workers.
- A negative image of the manufacturing industry encourages parents to guide their children away from the sector as a career option. As a result, some colleges are closing their programs, thus thwarting many employers' channel for workers. Employers are trying to overcome these obstacles and promote that the industry currently is more high-tech than in the past.
- The career path for entering manufacturing includes traditional training in school, on-the-job training, and programs that integrate education with workforce development efforts.
- Efforts are currently underway to develop on-the-job training and apprenticeship programs to expose youth to manufacturing careers.

The RCWIB will work to advance and strengthen these two industries by:

- Supporting efforts by Workforce Solutions to increase awareness of and job training for its participants in the areas of healthcare and manufacturing.
- Supporting efforts to change the perception of the manufacturing industry's current working conditions through effective communications programs.

WIB 2011 Strategic Direction

The WIB's strategic plan was completed in 2009, making 2010 the first year it was fully acted upon. Board members and staff keep the organization's vision and mission top of mind at each meeting, ensuring the day-to-day work of the WIB aligns with these statements. Additionally, the goal and tactics developed through the strategic planning process guide the projects and issues with which the WIB gets involved.

Goal: Ensure alignment of education and resources to meet future business needs and opportunities.

Tactics:

- Complete an annual environmental scan with input from business, education, training, and community representatives.
- Identify and communicate current training and workforce development opportunities.
- Convene stakeholders to connect workforce needs with training opportunities in response to identified needs in the WIB's focus areas.
- Sustain and support existing WIB initiatives.

With the progress made towards the WIB goal and strategic priorities, work in 2011 will continue on much of the progress made in 2010. The addition to the WIB's Strategic Priorities is work on racial disparities in employment in Ramsey County. The WIB will focus on the following in 2011:

The WIB will strengthen its role as a strategic leader in workforce development through oversight, communication and advocacy efforts.

- Evaluate workforce development programs for which the WIB provides oversight recommending action needed to utilize WIA funding most effectively for Ramsey County.
- Position the WIB as a main point of contact for State, Regional, County and City economic, business and workforce development partners.
- Raise awareness of legislative developments affecting the local and national workforce system through data collection and information review.
- Convene a Blue Ribbon Commission to recommend strategies and action steps to reduce racial disparities in employment in Ramsey County.

The WIB will actively engage in workforce opportunities through local and regional collaborations to meet the needs of employers and jobseekers in Ramsey County and beyond.

- Conduct a comprehensive environmental scan utilizing various sources, including labor market information and business-specific data, to allow the WIB to inform policy direction and take action on workforce development opportunities.
- Continue collaboration with local healthcare and community partners through the WIB's Healthcare Initiative as well as metro or statewide projects.
- Collaborate with regional partners and professional organizations to create and implement coordinated workforce and economic development efforts, keeping WIB members and partners informed of challenges and opportunities.

Vision:

- The Ramsey County Workforce Investment Board will be the recognized leader in identifying future workforce issues and developing appropriate responses to those issues.

Mission:

- The Ramsey County Workforce Investment Board will be the catalyst for comprehensive workforce development strategies that address both employer and job-seeker needs.

Public Workforce Program Outcomes

The WIB has oversight for Ramsey County Workforce Investment Act (WIA) employment and training-related programs. Administered by Workforce Solutions, these include the Dislocated Worker, Adult and Youth programs. In its oversight role, the WIB defines strategic priorities, approves long-term plans and reviews performance goals.



Dislocated Worker Program: (Formula Funding \$2,741,395)

Workforce Solutions assists laid-off workers with career counseling and job search activities to help the workers become re-employed. Participants may also access the multitude of workshops and seminars offered at the WorkForce Centers, as well as funding to support short-term skill upgrades, retraining, and other emergency needs.

During program year 2009, Workforce Solutions and its vendors served a total of 3,138 laid-off workers affected by local area layoffs through the State and WIA Dislocated Worker programs. The majority of these individuals were part of small layoffs of less than 50 people. Workforce Solutions utilizes the vendor services of Employment Action Center (EAC), HIRED, Lao Family Community of MN, and Goodwill/Easter Seals of MN.

Since July 1, 2006, Workforce Solutions, in partnership with Quality Career Services, has continued to provide on-site dislocated worker services to more than 1,000 workers impacted by the announced closing of the Twin Cities Ford Plant. DEED awarded Workforce Solutions \$1,835,000 in State Dislocated Worker funds to assist this workforce with the skills necessary to move into suitable employment once they leave Ford. EAC and HIRED staff have been assisting Workforce Solutions with employment and training services. The program has been extended to September 30, 2011 as the plant closing is now scheduled for 2011.

Since August 1, 2009 Workforce Solutions, in partnership with HIRED and EAC, have been providing dislocated worker services to 60 employees of the Good Samaritan Home of Roseville. Workforce Solutions and its partners were selected through a competitive bid process to provide services to those impacted by this closing. State funds of \$283,000 have provided this workforce with training to assist them in locating new full-time, job opportunities.

Workforce Investment Act Adult Program (Formula Funding: \$1,099,974)

The WIA Adult program aids low-income adults with limited skills and opportunities by training and placing them in occupations that move them towards self-sufficiency. A total of 518 primarily economically disadvantaged Ramsey County residents were served and participants exiting the program earned an average wage of \$12.53 at placement. This group receives case management, child support guidance, job search assistance, training, and supportive services.

Additional services outside of the WorkForce Center were expanded in several Saint Paul libraries and include Johnson Achievement Plus on Saint Paul's East Side, Liberty Plaza in the Summit-University neighborhood, and North End Elementary.

Outcomes for WIA Adult and Dislocated Worker (DW) Programs*

	State Goal		Actual Outcomes		% of State Goal	
	Adult	DW	Adult	DW	Adult	DW
Entered Employment	80%	83%	80.7%	86.2%	100.9	103.9
Retention Rate - 6 mo	80%	88%	84%	95.2%	105	108.2
Avg Earnings 2 Qtrs after program exit	11,067	18,758	12,818	18,206	115.8	97.1
*Data provided by DEED Annual Report (Oct 2010) & MN Performs						

Public Workforce Program Outcomes

Youth Programs: Workforce Investment Act (WIA) & Minnesota Youth Program (MYP): (Funding: \$1,717,695)

WIA and MYP help at-risk youth develop basic skills, work experience, good work habits, planning for the future and life skills. The Youth Council, a committee of the WIB, oversees these programs and works to coordinate community youth employment efforts.

Workforce Solutions, working with the WIB's Youth Council and vendors, served 450 WIA Younger Youth (14-18 years old) and 281 WIA Older Youth (19-22 years old) needing employment and supportive services. An additional 281 youth were served through MYP funding. Workforce Solutions and its vendors, the YWCA of St. Paul, HIRED, EAC, Guadalupe Alternative Program and Hmong America Partnership combined efforts to meet all state performance standards.

The Youth Council approved Workforce Solutions' application to continue a successful "Outreach to Schools" project in Ramsey County. The project placed two college interns at Johnson High School and Guadalupe Alternative Program to provide career counseling, financial aid and job information to students. As a result of the interns' work, this project served more than 500 youth.

The WIB, along with Ramsey County, was successful in 2009 in obtaining State Legislature funding for the Building Lives program. The amount of \$100,000 is available for the remainder of the biennium. A contract was issued to HIRED to provide a full-time youth counselor to work with younger youth transitioning from the Boys Totem Town facility. The goal is to serve 50 youth per year in helping transition youth back to their high schools and communities. Services will focus on career counseling, job search/work readiness and work experience.

Thank you to the following providers for serving the youth of Ramsey County through Workforce Solutions' YouthLEAD Program:

- Employment Action Center
- Guadalupe Alternative Program
- HIRED
- Hmong American Partnership
- Workforce Solutions
- YWCA of St. Paul

WIA Youth Performance Outcomes PY 2009 (ending March 2010)			
	Goal	Actual	% Over Goal*
Attainment of secondary school diploma or equivalent (14-18 years old).	75%	89%	119%
Entry into unsubsidized employment (19-21 years old).	69%	67%	97%
*Overall, the Youth Programs met an average of 105% of all goals.			

Public Workforce Program Outcomes

Families on Public Assistance Employment Programs

Workforce Solutions, a Ramsey County Department, operates the Minnesota Family Investment Program (MFIP) and Diversionary Work Program (DWP). The following is a brief description of the programs, funding, and outcomes for 2010.



MFIP Funding: \$15,832,244

MFIP provides employment services and cash assistance for low-income families with children. The goal of MFIP is to reduce poverty by increasing the number of parents who are working to the greatest degree possible. Services are designed to help program participants develop skills necessary to find and keep employment and to promote both family and economic stability. Workforce Solutions makes special effort to provide strength-based services that are sensitive to different cultural and ethnic groups who are a part of our community.

2010 MFIP Employment Service Providers:

- American Indian Family Center
- CLUES
- Employment Action Center
- HIRED
- Hmong American Partnership
- YVWORKS
- Saint Paul - Ramsey County Public Health
- Workforce Solutions

Workforce Solutions administers the MFIP program and the WIB provides an advisory role. Workforce Solutions also provides direct services in partnership with Ramsey County Community Human Services, Saint Paul-Ramsey County Public Health, and community-based organizations. These partners work together to provide an individualized set of services based on the participant's strengths and needs

The YWCA's YVWORKS program joined Workforce Solutions' network of employment service providers to provide culturally-sensitive services to African American adults in 2010. Specialized services were also provided by the American Indian Family Center, CLUES, Hmong American Partnership, Employment Action Center, HIRED, Ramsey County Public Health, Family Support Services, Goodwill/Easter Seals, Lao Family, Life-track Resources, Rise Inc., and Vietnamese Social Services of MN.

Outcomes for 2010 (from DEED WF1 System):

- 11,345 participants were served
- 4,444 participants were placed in employment
- \$10.34 was the average hourly wage at placement

DWP Funding: \$1,148,213

DWP is a four-month, rapid labor attachment program provided by Workforce Solutions. The goal of the program is to help participants find jobs quickly through short-term job search, case management, and support services in an effort to divert them from long-term assistance on MFIP.

Outcomes for 2010 (from DEED WF1 System):

- 2,863 participants were served
- 825 participants were placed in employment
- \$10.14 was the average hourly wage at placement

Public Workforce Program Outcomes

Services for Business

DEED's Business Services Specialists (BSS) began the year with a continued focus on a demand-driven model of service for Ramsey County's businesses. However, with the economy showing slow improvement and the job-seeker numbers remaining high, DEED asked BSS to shift gears and focus on finding the "hidden job market".



The shift from demand-driven to finding the "hidden job market" resulted in targeting larger businesses (those with 250+ employees) to ensure they were actively using minnesotaworks.net to post available positions. In an effort to highlight these hidden jobs not being posted on minnesotaworks.net, BSS encouraged employers to use Job Central's free indexing service. The key benefit of indexing is the ability for a company to expand the outreach of a current job opening with no additional work on their part: businesses are required to keep their company website job postings up-to-date. Job Central's indexing service tags a company's job postings daily. The job postings are uploaded to Job Central then ultimately downloaded to minnesotaworks.net. Job Central, a national labor exchange, is a service provided by members of the Direct Employers Association, a non-profit employer-owned Human Resources association, and the National Association of State Workforce agencies (NASWA).

Continuously improving the quality of information gained during BSS visits with employers was achieved through BSS's extensive training on salesforce.com, an online customer service relationship tool. Use of salesforce.com ensures that BSS statewide are asking employers the same questions, providing similar services and follow up, and identifying information gathered for special initiatives.

One such special initiative is promoting RENEW (Renewable Energy Networks Empowering Workers), a program preparing job seekers for green careers. RENEW is a collaborative project between the City of Minneapolis and Ramsey County Workforce Solutions to build capacity for green enterprise in the Twin Cities by strategically connecting businesses with a trained workforce. In addition to preparing job seekers for green careers, RENEW works to align the job training with sustainable economic development. Ramsey County BSS incorporated RENEW into their business visits, adding questions to every visit about renewable and eco-friendly jobs and practices. The goal for RENEW is to identify potential green jobs, to further engage the business in conversation about environmentally friendly practice to discern their current awareness and use of green practices in their business and, finally, to understand the potential skills workers may need for future green jobs. RENEW's job candidates are trained in four key industry sectors: renewable energy, building systems, manufacturing and construction.

Services for Job Seekers

While the economy is slowly recovering, unemployment rates and hiring activity continues to challenge job seeker services at the Ramsey County WorkForce Centers. Resource Area visits are down from the previous year's high numbers by 29% at 78,524 visits by 16,096 individuals between the two locations. Workshop attendance is comparably strong with 2,863 individuals visiting workshops in 2010, for a total of 5,409 times, not quite two workshops per individual. With American Recovery and Reinvestment Act (ARRA) stimulus funding, MN DEED Job Service hired seven temporary Workforce Development Representatives in 2009. June 2010 saw the close of that program and with it, the loss of those Job Service workers.

Public Workforce Program Outcomes

Services for Job Seekers (continued)

The two-day Creative Job Search class was reduced to a one day, six-hour long class that emphasizes the overall goals of the job search process. The class and its support documents, textbook, workbook and Instructor's Manual were redesigned by DEED Job Service and coordinated to make a better connection to Unemployment Insurance recipients and those with an employment history, the main task for Minnesota's Job Service under its Wagner-Peyser funding. In addition, Job Service has supported this job search overview with specific coordinated classes on resume improvement, interviewing techniques and other important details of the job search process that the customer may wish to take part in. Beginning in late 2010, DEED Job Service developed a metro area traveling team of instructors who are offering these specialized classes across the metro in an effort to supplement the loss of ARRA staff. The main customer for these services remains the older adult.

Job Service continues to work with the Ramsey County WorkForce Centers to further increase their use of the National Career Readiness Certificate (NCRC) assessment. Businesses continue to request the assessments to determine whether a potential new employee has the ability to perform the job and to help make decisions regarding job promotions for incumbent employees. Job Service is working with the Minnesota Department of Transportation (MnDOT) in using the NCRC tests to identify and screen potential new and internal hires.

Job Service's partnership with the local Adult Basic Education System and Goodwill Industries to provide stackable credentials and job training for low-income and undereducated job seekers through the FastTRAC (Training, Resources and Credentialing) program continues.

Services for Veterans

- 100 Veterans entered into the special Veteran's Dislocated Workers Project at the Ramsey County WorkForce Center- North Saint Paul.
- Veterans from Ramsey County attended the Veterans Career Fair in May 2010. There were about 90 employers present who had job openings and 500+ veterans in attendance.
- A Veteran networking group meets weekly at the Ramsey County WorkForce Center- Saint Paul. It is attended by veterans, speakers, and employers and several veterans have been hired from the group.

Services for Individuals with Disabilities: Rehabilitation Services

- \$2,651,645 was spent on services for consumers in FY 2010 compared to \$2,226,540 in FY 2009.
- There were 1,088 new applications for services, of which 988 individuals were eligible for services, in FY 2010 as compared to 1,150 applications and 1,070 eligible in FY 2009.
- 308 consumer cases resulted in successful employment in FY 2010 compared to 357 in FY 2009.

Services for Individuals who are Blind or Visually Impaired: State Services for the Blind

- 133 individuals were served in Ramsey County during program year 2009 (10/1/2009 - 9/30/2010).
- Of these, ten obtained employment with an average wage at placement of \$12.79 per hour.

WIB 2010 Financials



**Friends of the
Workforce
Investment
Board**

The WIB financials for calendar year 2010 are below. The WIB receives its funds through a combination of WIA and Ramsey County Levy funds, as well as through grants and donations. This year the WIB also received American Recovery and Reinvestment Act funding for providing business outreach services for the RENEW project. Additional income was earned for work on the Healthcare Initiative.

Financial Assets Starting FY10	\$37,949
2010 Income	\$192,868
2010 Expenses	\$160,912
Total Income – Total Expense	\$39,155
Financial Assets Year End FY09	\$69,904

This budget does not include funding for any of the workforce programs.

The WIB would like to thank the following individuals and organizations for their generous donations and grants in 2010.

Toni Carter
Michael Chanaka
Robert de la Vega
Mary Jo Gardner
The Governors Workforce Development Council
Scott Helland
Butch Howard
Lifetrack Resources- Trixie Golberg
Janet Ludden
Jackie Mlynarczyk
MN Department of Employment and Economic Development
Bob Morse
Scott North
Shaw-Lundquist Associates- Paul Nelson
Joe Stratig

Recognizing Board Members

The WIB, Youth Council and Education Committee are excellent forums for bringing together key partners on workforce issues: employers, educators, labor, government, economic development, WorkForce Center partners and community leaders. We would like to acknowledge and thank the Board Members who served on the WIB, Youth Council and Education Committee in 2010.

WIB Members

Craig Anderson, Saint Paul College * **Patricia Brady**, Workforce Solutions * **Elizabeth Campbell**, Ryan Companies US Inc * **Steve Carlson**, Hedback, Arendt, Kohl & Carlson, PLLC * **Jacquelyn Carpenter**, Manpower Inc. * **Toni Carter**, Ramsey County Board of Commissioners * **Mike Chanaka**, CHS Inc. * **Joe Crowe**, Quality Career Services * **Mary DesJarlais**, Apprenticeship Opportunities Project * **Robert de la Vega**, Wells Fargo & Co. * **Kathleen Engesser**, U.S. Bank * **Amy Filice**, City of Saint Paul Planning and Economic Development * **Trixie Golberg**, Lifetrack Resources * **Lee Helgen**, Saint Paul City Council * **Scott Helland**, Metro East ABE Consortium * **Clarence Hightower**, Community Action Partnership of Ramsey and Washington Counties * **Butch Howard**, HMSHost, Mpls/St Paul Airport * **Doug Hubbard**, Custom Desk and Hardwood Visuals * **Barb Jeanetta**, Twin Cities LISC * **Dennis Johnson**, MN Department of Employment and Economic Development * **Tess Ketelsen**, Ecolab * **Janet Ludden**, Employer Solutions, Inc. * **David MacKenzie**, Hubert H. Humphrey Job Corps Center * **Pamela Maldonado**, Community Action Partnership of Ramsey and Washington Counties * **Tom McCarthy**, St. Paul Building & Construction Trades Council * **Rob McKenzie**, International Auto Workers Union * **Barbara Mednick**, BKM Consulting * **Robert Morse**, Bremer Bank * **Paul Nelson**, Shaw-Lundquist Associates, Inc. * **Scott North**, HealthEast St. John's Hospital * **Mary Russell**, HealthPartners * **Jim Schultz**, Minnesota WorkForce Centers * **Joe Stratig**, Goodwill/Easter Seals of MN * **Dan Strittmater**, Presbyterian Homes and Services

Youth Council Members

Billy Collins, YWCA of St. Paul * **Doug Hubbard**, Custom Desk and Hardwood Visuals * **Sheldon Jensen**, Vadnais Heights Economic Development Council * **Peter Jessen-Howard**, Ramsey County Corrections-Juvenile Probation * **Becky Johnson**, MN Dept of Employment and Economic Development- Rehabilitation Services * **Kathy Kittel**, Saint Paul Public Schools * **David MacKenzie**, Hubert H. Humphrey Job Corps Center * **Dale Maristuen**, M & H Property Management and Consulting * **Gwen Peterson**, Saint Paul Parks and Recreation * **Gerald Settles**, Ramsey County Corrections-Juvenile Dept. * **Dean Shawbold**, White Bear Lake Area Schools Transition Plus * **Jody Yungers**, Ramsey County Parks and Recreation

Education Committee Members

Craig Anderson, Saint Paul College * **Deanne DeGraff**, NE Metro 916 Career & Technical Center * **Scott Helland**, Metro East ABE Consortium * **Barb Jeanetta**, Twin Cities LISC * **William Lowe**, Metropolitan State University * **David MacKenzie**, Hubert H. Humphrey Job Corps Center * **Jane Nicholson**, Century College * **Dean Shawbold**, White Bear Lake Area Schools Transition Plus

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WIB Leadership

Chair- Butch Howard, HMS Host

Chair-Elect- Doug Hubbard, Custom Desk and Hardwood Visuals

Treasurer- Craig Anderson, Saint Paul College

Past Chair- Mary Russell, HealthPartners

2010 Committees

Executive Committee

Chair- Butch Howard, HMS Host

Education Committee

Chair- David MacKenzie, Hubert H. Humphrey Job Corps Center

Market Trends and Oversight Committee

Chair- Dan Strittmater, Presbyterian Homes and Services

Youth Council

Chair- David MacKenzie, Hubert H. Humphrey Job Corps Center

Acknowledgements

Ramsey County Workforce Investment Board

The WIB is a 33-member board created under the Federal Workforce Investment Act legislation that brings together business, labor, education, economic development, community-based organizations and government. The Ramsey County Board of Commissioners and the Mayor of Saint Paul appoint members.

Ramsey County

The Ramsey County Workforce Investment Board works in partnership with Ramsey County to successfully carry out workforce development activities on behalf of employers and individuals seeking employment. We would like to thank the County Board of Commissioners, Workforce Solutions leadership and front line staff for their dedication and commitment to workforce development.



WorkForce Center System

The core partners, DEED Job Service, DEED Rehabilitation Services and Ramsey County Workforce Solutions, provide the direct service to our business and job seeker customers. They are integral to the success of Ramsey County's workforce development. We would like to thank the leadership, the front-line staff, and all others involved for their dedication and commitment to building workforce success, one customer at a time.



Friends of the Workforce Investment Board

The Friends of the WIB is an independent 501(c)(3) nonprofit organization incorporated in 2004 to support the vision and mission of the WIB, including serving as fiscal agent and employer of record for WIB staff. We would like to thank the Board of Directors for their work this year: **Steve Carlson**, Hedback, Arendt, Kohl & Carlson, PLLC * **Mike Chanaka**, CHS Inc. * **Kathy Engesser**, US Bank * **Marcia Fink**, United Way Twin Cities * **Brenda Goldman**, Midwest Dairy Association * **Paul Huot**, Huot Manufacturing * **William Lowe**, Metropolitan State University * **Jackie Mlynarczyk**, Past WIB Member

