

Ramsey County Workforce Investment Board  
**Communication, Advocacy and Oversight Committee**

Wednesday, April 30, 2003

**Minutes**

**Members Present**

Tom Macy, Interim Chair  
Jan Curtis  
Kathy Engesser  
Greg Lambert  
Jackie Mlynarczyk  
Gail Stremel  
Paul Nelson

**Members Absent**

Patricia Brady  
Mary Brunkow  
Marcia Fink  
Lynn Moline  
Jan Wiessner

**Staff/Guests Present**

Kitty Gogins, WIB CEO  
Robert Schug, WIB Staff  
Chris Stoehr, WFC Staff  
(representing M. Brunkow)

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**Call to Order**

Tom Macy, Interim Chair, called the meeting to order at 1:00 p.m.

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**Discuss Business Plan**

The business plan has 6 major elements. The committee discussed the work involved for each element.

Element 1 and 2 were felt to be closely related and discussed together.

1. Works with providers including the Workforce Center Partners to deliver a comprehensive communications plan targeted to WIB customers.

And

2. Develops and implements communications and marketing plan for WIB activities including annual report and community relation's functions.
  - Identify providers and customers
  - Work from a Communication and Marketing plan
  - Develop communication strategy that customers and providers can utilize... multi-medium
  - Define message and target audiences
  - Leverage current work of WFCs
  - Broaden... Workforce Solutions and providers in pool
  - Define time frame
  - Have a funding challenge...need to explore
    - Creative methods and/or
    - In-kind contributions and/or
    - Other funding sources
  - Need to have a feedback loop.... How are people hearing about services?
  - Define who we target within an organization? How position our work
  - Connect with other 6 workforce service areas in Metro
  - Prepare packets for WIB members on what can find at WFCs
  - Need to understand customer satisfaction
  - Include in Sub-group representative marketers from DES and Workforce Solutions

3. Develops a WIB legislative policy (advocacy) framework for adoption by full WIB, monitors public policy changes and facilitates influence on those elements of the political system that impact the work of the WIB.
  - Understand politics of situation
  - Define how much of work is federal vs. state
  - Send members to Washington DC? (Dakota County sends members 2-3 times per year and has a lobbyist in DC)
  - Think broadly on public policy trends, e.g. other community things
  - Use Workforce Development Plan to identify barriers and gaps
  - Think out of the box... creative solution, often gaps and barriers known.... Need new options.... historically advocate for funding, but need other ideas
  - Have to advocate as a WIB.... not have individuals on WIB cancel full group position
  - Include recommendations of retired Advocacy and Public Policy Committee
  - Start with One Stop Matrix prepared by retired Advocacy and Public Policy Committee
  - Must work the long term relationship
  - Need to leverage WIB member's advocacy groups/long term relationships
    - WIB as a body has little influence/relationship with the Legislature
    - Work through members of the WIB who are in groups, which do have influence with the Legislature
    - The time for advocacy is in the summer before the fall election cycle
  
4. Recruits new applicants, verifies applicant information and references, and reports to Executive Committee its findings and recommendations.
  - Think beyond recruiting
    - Training
    - How engage those not participating
    - Balance of WIB members... need representation of community ...what group needs more
    - **Recruit / Train / Retain**
  - Investigate best practices from other WIBs
  - Define new process diagram on applicant approval
    - Must be timely, streamlined
    - Don't want to loose creative thinkers
    - Elected officials make the rules...
    - Idea: once a month have a social setting of recruits to have coffee with city and county at once to minimize intimidation
  - Look at tools to recruit, train and retain
    - Obtain feedback from members
    - Incorporate in tools

Long lag  
time now!

Element 5 and 6 were felt to be closely related and discussed together.

5. Provides oversight to ensure the WIB is in compliance with WIA, including MOU between the Workforce Center Partners, the partnership Agreement between the WIB and the County Board, the Joint Powers Agreement between St. Paul and Ramsey County, and the WIB's own Bylaws.

And

6. Recommends action on state proposed eligible providers of adult and dislocated worker intensive services, advises on vendor services or grants; and oversees/approves applicable WIA-related work performed by the Workforce partners and offered for Board consent.

- Deal with compliance issues
- Use Compliance committee matrix of everything that needs to be done
- Includes customer satisfaction –
  - “Did it work” vs. designing it (designing it is responsibility of Customer Ad Hoc group in Workforce Committee)
  - Compliance w/ requirements
- Responsible for local plan (Programmatic experts will need to be part of sub-group at a minimum on an ad hoc basis)
- Responsible for compliance for Title I of WIA and advisory role for other areas
  - Other titles
  - MFIP
  - Operators of One Stop (unless challenge)

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### **Charter Ad Hoc Needed ASAP**

The Committee decided that were there is a need for 3 sub-groups:

1. Marketing/Advocacy
2. Recruitment
3. Compliance

Kathy Engesser, Jan Curtis, Chris Stoehr, Paul Nelson and Greg Lambert indicated an interest in the Marketing /Advocacy group. Kitty Gogins expressed interest in recruitment and Gail Stremel and Tom Macy selected Compliance.

Due to the uneven interest in the different sub-groups, Tom Macy advocated drafting a charter for each sub-group and sending that out via email, asking members to sign up for their first and second choice of sub-committees. Assignments will then be made to create functional sub-groups.

The group discussed ideas on how the full committee vs. the sub-groups would work. A few ideas were:

- Sub-groups meet/communicate more often and the full committee less often, possibly on the month before the Executive Committee.
- Groups do not necessarily need to meet in person but can communicate by phone or email.
- Sub-committees don't necessarily have to meet every month if there isn't enough to warrant it.
- Everyone should reserve standing meeting time to be used by committee or sub-groups.
- Initially there may be more need to meet so the group can get to know the issues better.

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**Elect Chair/Vice Chair**

**Motion** made by Jackie Mlynarczyk with 2<sup>nd</sup> by Gail Stremel that Tom Macy is elected Chair and Greg Lambert is elected Vice Chair of the CAO committee.

**Motion carried.**

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**Define Committee Operating Guidelines & Standing Meeting Time**

It was decided that sub-groups should meet in May and the Committee would not meet until June.

Proposed standing meeting time is 11:30 to 1:00, with proposed dates:

Second Tuesday of the month: next meeting June 10

Second Friday of the month: next meeting June 13

Robert Schug will follow up with absent members as to which standing meeting time can work for them.

Committee operating guidelines were handed out at the meeting, with members committing to forward any proposed changes to Kitty within 2 days. Changes received were incorporated and the final version is located in Attachment 1.

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**Meeting adjourned at 2:30**

Next Meeting: Friday, June 13, 11:30 to 1:00

The 2<sup>nd</sup> Friday from 11:30 to 1:00 will be the standard meeting time for this committee.

## Attachment 1. CAO Committee Operating Guidelines

**Meeting Preparation:** Prioritized agendas and pre-reading will be sent out in advance, ideally at least 3 days before the meeting. They will specify action required for each agenda item and will **bold** items requiring decisions. A consent agenda will be used for routine compliance, process-related items or updates as appropriate. Members should complete pre-reading sent along with the agenda prior to the meeting.

**Meeting Focus:** The committee will meet monthly unless material does not warrant a meeting. Meetings will focus on business planning, coordination, reviewing and discussing implication of committee work and recommending proposals for WIB approval. Ad hoc and sub-committees will be used for brainstorming, drafting outlines on issues or approaches, and completing tactical execution.

**Meeting Flow:** The Chair will conduct the business meeting according to the modified *Robert's Rules of Order* used by the full WIB. In the absence of the Chair, the Vice Chair will serve as acting chair.

**Decision-Making:** Building a consensus of members present is the preferred way of decision-making with use of a quorum voting in favor of a motions a secondary method. A quorum consists of the majority of WIB committee members present at the meeting.

**Organization/Tracking of Work:** The committee will develop a business plan to define how the responsibilities of the committee will be carried out. The Executive Committee will approve the plan. Progress against the plan will be routinely reviewed at Committee meetings. A business plan progress report will be provided for all WIB meetings (part of consent agenda sent out in advance).

**Sub-committees and Ad Hoc Committees:** The Committee will charter sub-committees and/or Ad Hoc committees for completion of specific deliverables. When chartering sub-groups, the following must be defined:

- Objective
- Scope
- Deliverable and Time frame
- Person in charge

Members can consist of WIB members, their delegates, experts or others as defined by the committee.