

Ramsey County Workforce Investment Board
Communication, Advocacy and Oversight Committee

Friday, July 11, 2003

Minutes

Members Present

Tom Macy, Chair
Kathy Engesser
Jackie Mlynarczyk
Paul Nelson

Members Absent

Patricia Brady
Marcia Fink
Greg Lambert, Vice Chair
Gail Stremel
Jan Wiessner

Staff/Guests Present

Kitty Gogins, WIB CEO
Robert Schug, WIB Staff
Chris Stoehr, WFC Staff
Terry Zurn, Workforce Solutions
(substituting for Patricia Brady)

Call to Order

Tom Macy, Chair, called the meeting to order at 11:30 p.m.

Approve Minutes

Motion made by Jackie Mlynarczyk with second by Kathy Engesser to approve the June 13 minutes.

Motion Passed

Approve New Recruiting/Marketing Brochure

Changes proposed by the Marketing sub-group were incorporated prior to the meeting. Further simplification and refocusing of the rationale for business member participation were suggested.

Motion made by Kathy Engesser with second by Jackie Mlynarczyk to approve the brochure as changed during the meeting.

Motion Passed

Decision to produce 500 copies on 60# colored paper (ideally using a color from the Annual Report). Input will be asked after the initial distribution and incorporated at a later date.

Approve Certification of U of M College of Continuing Education

The College of Continuing Education usually offers courses as a non-degree program. There is no data on performance of the institution because of the new Federal regulations on privacy. The lack of data is an internal problem of the Federal Government, where one department is making policy opposed to the needs of another department. The new State DEED department is looking into what can be done to provide meaningful performance data in the future

Motion made by Jackie Mlynarczyk with second by Paul Nelson to approve the U of M College of Continuing Education for WIA certification.

Motion Passed.

Approve MWCA Recommendation

Kitty Gogins has been attending the MWCA meetings and found the updates from DEED, MnSCU, GWDC, etc. very informative. They provide valuable information for her to bring back to the WIB such as the prototype used to prepare the recruitment brochure, early data on employer satisfaction and information on the Workforce Service Area Study. Kitty is recommending that the WIB pay the \$100 fee for her to be a non-voting member.

Patricia Brady will continue to deal with program specific elements of the MWCA work. Kitty will focus on broader WIB related topics.

Motion made by Jackie Mlynarczyk with second by Tom Macy to pay the fee for Kitty Gogins' non-voting membership to MWCA.

Motion Passed.

Approve Oversight Work Plan and Discuss Update

Attachment 1 is the oversight work plan outlining goals, major areas of work and their associated timing.

Motion made by Kathy Engesser with second by Jackie Mlynarczyk to approve the Oversight Work Plan.

Motion Passed.

Approve Marketing-Advocacy Work Plan and Discuss Update

The goals, thoughts and messages have become much clearer over the last month. Further work on defining measurable goals needs to occur. One source of input in helping to define these measures will be the recommendations from the state level committee working on the Meaningful Measures project.

The marketing/advocacy work plan can be found in Attachment 2.

Motion made by Kathy Engesser with second by Tom Macy to approve the Marketing-Advocacy Work Plan

Motion Passed.

Discuss Recruiting Update

We have approximately 50 leads but Kitty Gogins does not have sufficient time to pursue them. To deal with this capacity constraint, there will be a Recruitment Summit with about 8-10 WIB members. Each member will be asked to take a list of leads to initiate contact. The recruiting brochure will be used in this effort.

One suggestion made today was to have a Meet-n-Greet session with a presentation followed by WIB members meeting one-on-one with prospects.

Other

There will be a Telecommunications Series in Minnesota including one at the St. Paul College. Kitty will communicate information about this opportunity to the entire WIB in an email.

The state audit of our Work Force Service Area occurred today. Kitty Gogins was the WIB representative, answering questions about WIB priorities, membership, and open communication procedures. Like most of the WIBs around the country, we do not have the required greater than 50% business membership. This is the second year in a row that the Ramsey County WIB has been out of compliance on percent business. The auditor is taking into account the steps being taken by our WIB to rectify this problem and has requested a quarterly update.

The Governor's Workforce Development Council is initiating a Workforce Service Area Study to develop recommendations on:

1. Number and configuration of workforce service areas
2. Governing role of local workforce councils
3. Strategies to improve the ability of local councils and elected officials to oversee and manage an integrated delivery system.

Kitty Gogins is meeting with David McKenzie, the chair of this Committee, on a monthly basis (he was endorsed by our WIB). Shelley Rose and Jan Wiessner will be members of the committee. Our committee needs to stay connected to this issue with an idea towards making recommendations in the future.

Terry Zurn reported that in House Bill 1261, 100% of the Block Grant funds would go to States. Fifty percent of that money will go to the Dept. of Employment & Economic Development (DEED) and 50% will be allocated to the local areas. Of the 50% DEED receives, half of it is earmarked to go to the local areas to provide services as they see fit. DEED and the Governor feel that the 50% DEED receives should only be under the control of the Department. DEED staff did say that they intend to use half of there 50% for local services in the Workforce Centers.

Adjourn

Meeting adjourned at 1:00.

August 8th meeting of CAO is canceled as several members will be absent and there are no pressing measures to be discussed.

Next Meeting will be in September 12th, 11:30 to 1:00, Midway WorkForce Center

Attachment 1. Oversight Work Plan

Goals

- The WIB and WSA fully comply with statutory obligations.
- The WIB provides input prior to the County finalizing Displaced Worker, MFIP, WIA Adult or Youth program annual plans or major changes.
- WSA plans incorporate strategic workforce and economic development needs as defined in the WIB strategic plan and reports.

Performance against goals is measured at a minimum annually.

Activity

Timing

The WIA title I planning process and the planning advisory role for MFIP

- Define process for strategic input by WIB

- MFIP

- Displaced Worker

- WIA Adult

- Provide strategic input on WIA title I and Displaced Worker Programs

- Provide strategic input on MFIP

Completed June 03

Completed by October 03

Completed by October 03

Ongoing starting June 03

Ongoing starting November 03

WIB compliance with the partnership agreement, Bylaws, Memorandum of Understanding, and relationship with other WIA titles

- Review compliance matrix and revise as needed

Completed September 03

- Define method for review and updating partnership agreement, MOU, bylaws Completed by January 03
 - Working with WIB Leadership, renegotiate partnership agreement Complete by January 03
- III. Program delivery and the RFP process
- Recommend certification of training programs Ongoing
 - Develop and approve use of trend reporting for WIA Title I Completed by September 03
 - Review trend analysis and make recommendations to CAO on WIB action Ongoing, quarterly beginning January 03
 - Recommend action on RFP, grants or other elements of program as needed As needed
- IV. WFC geographic balance and location.
- Stay abreast of developments and opportunities to enhance geographic balance through Core Partner Group As opportunities arise
- V. Customer satisfaction
- Recommend to Marketing and WFC Optimization sub-groups methods to improve customer satisfaction based on analysis of trend information and WIA strategic plan Ongoing
- VI. Other oversight activity as need arises Ongoing

Attachment 2. Marketing/Advocacy Work Plan

I. MARKETING

Goals:

- To increase awareness and usage of WorkForce Center services among Ramsey County employers by X% by Y date (5% in 18 mo.? Working with DEED Meaningful Measures Project to define information available)
- To increase awareness and interest in participating in the WIB amongst business community members (measurement TBD)
- To increase awareness of WIB amongst community stakeholders engaged in workforce development (measurement TBD)
- To promote the legitimacy and awareness of non-4 year alternatives with 2 vehicles/year targeted to youth and 2 vehicles/year for parents and the broader community.

Activity

Timing

- A. Define target audience(s) and craft associated message(s) 8/03
1. Awareness and usage of services available through WorkForce Centers
 - HR/Hiring Managers across employers (public and private)
 - Partners in Marketing (e.g. Chambers, Education Institutions, etc.)
 2. Awareness of WIB, what/how well WIB is doing and community leadership WIB is providing
 - Business Sr. Management
 - Sr. Management of diverse stakeholders including : institutions, educational facilities and Community Based Organizations
 3. Awareness and belief in legitimacy of 4 year degree alternatives
 - Youth
 - Parents and community

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| B. Identify marketing and partnership opportunities (with whom and how) | 8/03 |
| C. Understand current WIB and partner efforts and any complimentary efforts | Ongoing |
| -DEED | |
| -Metro WIBs | |
| -Other | |
| D. Define vehicles and timing to deliver messages (ideas mentioned thus far are listed below) | 9/03 |
| -Press releases e.g. new board member, change in leadership, introductory meeting (develop standard format and send to list for WIB staff to use) | |
| -Newspaper stories e.g. EMHCI when students graduate, job seeker success story | |
| -Presentations e.g. WFC Staff, WIB Members, CEO, etc. | |
| -Community Forums | |
| -CEO Introductory Meetings | |
| -Articles in local Chamber Newsletters | |
| -Web-site as a vehicle (Kentucky site example) | |
| -JSEC (Job Service Employer Committee) | |
| -Celebratory picnic (Washington County does, businesses, high ranking politicians, graduates, etc. invited) | |
| -Website links | |
| E. Implement Plan | 7/03-ongoing |
| -Monthly update for St. Paul Chamber of Commerce Board | Ongoing |
| -New Recruiting Brochure | 7/03 |
| -Annual Report | Start 12/03,
Mail out 4/04 |
| -Recruitment sessions | Ongoing |
| -Review recruitment and training materials (recruit sub-group responsible, however marketing message should be consistent) | Brochure 7/03, others as needed |
| -Press releases e.g. when new member joins, leadership changes or other event occurs | Start 9/03? |

II. ADVOCACY

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| <u>Goals: TBD</u> | Fall 03 |
| <u>Activity</u> | <u>Timing</u> |
| A. Identify local, state and federal issues | 9/03-12/03 |
| -Raised in campaigning | |
| -Trade organization legislative assessments | |
| -Committees identified as barriers or gaps needing attention | |
| B. Define advocacy messages, priorities and plan | 12/03 |
| C. Roll-out Plan and begin action items | 1/04 |

Show Stopping Issues:

- Effectiveness of marketing due to lack of a concrete product; hard to market “facilitation”
- Monetary and human resources available to work on marketing and advocacy...will need to leverage other resources
- DEED is in a state of flux expecting to kick off a more systematic marketing effort