

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

Friday, June 13, 2003

**Minutes<sup>1</sup>**

**Members Present**

Tom Macy, Chair  
Patricia Brady  
Marcia Fink  
Greg Lambert, Vice Chair  
Jackie Mlynarczyk  
Gail Stremel

**Members Absent**

Mary Brunkow  
Jan Curtis  
Kathy Engesser  
Lynn Moline  
Paul Nelson  
Jan Wiessner

**Staff/Guests Present**

Kitty Gogins, WIB CEO  
Robert Schug, WIB Staff  
Chris Stoehr, WFC Staff  
Terry Zurn, Workforce  
Solutions  
Wayne Young, Workforce  
Solutions  
Jim Zentner, Workforce  
Solutions

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**Call to Order**

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

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**Local Plan**

**Motion** made and seconded to forward the local plan for approval to the Executive Committee.

**Motion Passed**

Related to the local plan, Terry Zurn is requesting the WIB Chair to send a letter to the State requesting immediate release of the 15% of Dislocated Worker money, not earmarked for large companies, that the State usually doles out piecemeal during the year. Without this money, Ramsey County will only be able to take on 80 additional clients. Based on the current waiting list, this is expected to mean no new clients after July. If this money remains held back, this precludes local planning and prioritization based on the full funds likely to be available for the year.

**Motion** made by Marcia Fink with second by Greg Lambert to send the requested letter regarding not holding money back from the local units for later allocation, but to forward all funds at the beginning of the year.

**Motion Passed**

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**Sub-group Reports**

**Oversight**

Key activities of this group last month were working on the local plan and developing a process for the WIB to fulfill its advisory role on MFIP. Sub-group next steps are to develop a work plan and evaluate the impact of the new certification process.

A very recent development is that the state has changed how the certification of training programs will work, due to changes in data privacy rules at the Federal level. Schools can no longer release information to ISEEK without student consent. The system will change from a system where student's may opt-out, to a system where students must opt-in in order for the information to be posted on ISEEK. This is expected to greatly decrease the information available on program performance.

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<sup>1</sup> This document is available in alternate formats upon request.

## **Recruit/Train/Retain**

The work plan for the sub-group, with proposed modifications incorporated, is located in Attachment 1.

**Motion** made and seconded to approve the Recruit/Train/Retain work plan.

### **Motions passed.**

A meeting occurred earlier in the week with Howard Orenstein, Jan Wiessner, Kitty Gogins and Shelley Rose to design a revised appointment process. The process objectives were to streamline the overall process, to ensure that the County and City have an opportunity to screen candidates early in the process and to have a consistent process for the City and County appointees. The new process will have the WIB, County and City agree on recruitment priorities up-front. Then both the City and County will be involved in recruitment. With their up-front involvement in candidate review, the Executive Committee no longer needs to review candidate applications. Once a candidate that fits recruitment priorities submits an application, the goal is to have them approved within 8 weeks, with 12 considered acceptable.

Regular reviews of recruitment priority and activity will occur at the CAO and Executive Committee.

## **Marketing and Advocacy**

The group met last month, with discussion focusing around who is the target and what is the desired message. This was considered foundational to developing a work plan.

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## **Minnesota Chamber & Minnesota Workforce Council Association (MWCA) Response Request**

### **Process for handling urgent requests**

When a request is received, WIB Staff tries to understand the true urgency of the request. If time does not permit reviewing with the CAO Committee or the Executive Committee; and if the request passes both the policy filter and WIB approved positions, then Mike Chanaka, Shelley Rose and Kitty Gogins will agree on and carry out needed action. So far, WIB documents have provided needed guidance on all urgent requests.

### **Policy Filter & Legislative Position Fit with MWCA Response Request and WIB Connection to MWCA**

Upon review, the policy filter was validated as useful for this situation.

Based on the new information shared today on state Displaced Worker funding levels, the situation also appears to fit with our legislative position (“Cuts to workforce development should be minimal and definitely not disproportionate.”) Review of the 2003 state dollars for the displaced worker program, show that the amount we will receive is down, even though state workforce development tax increased. Diverting workforce development fund dollars to other programs and a reduction in total funds collected are thought to be contributing factors. Kitty will work with Shelley and Mike to draft a response.

Regarding the WIB connection with the MWCA several points were made:

- MWCA only represents Title 1, not all WIA programs in the WorkForce Centers or of concern to the WIB.
- The Advocacy and Public Policy group found their information on legislative positions valuable and even recommended having someone from our WIB attend their Legislative sub-group to keep abreast of changes to Title 1 legislation.[Greg Lambert expressed an interest in being involved]

- The WIB doesn't contribute monetarily to MWCA. Workforce Solution pays the fee of \$8,500, which covers presentations by experts, commissioned activities of the state, etc. Patricia receives money directly from the state to cover this payment
- The WIB is interested in having a statewide group to link local WIBs. MWCA is discussing how it might fill this role.
- Kitty has attended 3 meetings with plans to attend a total of 5-6 meetings before deciding on the value to our WIB. The committee agreed to continue on this track. Kitty will report back to the group in about 3 months.

### **Adjourn**

**Motion** made by Marcia Fink with a second by Jackie Mlynarczyk to adjourn the meeting.

### **Motion passed**

Meeting adjourned at 1:17

Next Meeting: Friday, July 11, 11:30 to 1:00, Midway WorkForce Center.

### **Attachment 1. Recruit, Train and Retain Sub-Group,**

#### Charter

##### Objective:

- Recruit new applicants, verify applicant information and references, and report to Executive Committee findings and recommendations.
- Work with the City and County to define and maintain a timely applicant appointment process
- Develop training, engagement and retention tools for maintaining a highly effective WIB

##### Scope:

- Define process for applicant appointment and reappointment in all categories
- Ensure WIB membership represents Ramsey County community
- Recruit, train and retain WIB members
- Investigate and implement relevant best practices

Prime Mover: Kitty Gogins

Timing: Ongoing  
Work plan, July 11

Members: Kitty Gogins, Jackie Mlynarczyk, Jan Weissner

#### Work Plan

##### I. RECRUIT

Goal: Board is representative of community (1/04)  
 90% of board positions are filled or have application submitted to approving body (1/04)  
 Process is in control, so new members start in major waves (7/04)  
 Improve efficiency and effectiveness of appointment process (8/03)

Priority: Don't just fill positions, get the right people on the board!

- Across Categories: Increase Diversity, add 4 year degree representation
- Major gap exists today in business, where specific goals are:
  - Add industries not represented (e.g. bioscience, hospitality, manufacturing)
  - Increase representation of medium to large companies
  - Increase representation from companies north of Larpenteur
  - Increase minority owned business representation

<u>Activity</u>	<u>Timing</u>
A. Regularly track vacancies and target organizations that would enhance the WIB's representation of the community (Keep CAO and Executive Committee posted about vacancies and target companies. Propose changes in recruitment priorities as needed.)	Ongoing
B. Better understand WIA requirements and current member mix from multiple dimensions (where work and live, minority ownership, minority clientele, industry, etc.)	7/03
C. Continue to strengthen recruitment selling story (economic vitality of area, connections and networking, community service)	Ongoing
D. Continue to work network , leveraging current WIB members' networks to get entree to desired members	Ongoing
E. Improve applicant approval process (Increase appointing body's early involvement, align goals and streamline process)	
1. Map out current process and time involved	By 6/9
2. Meet with City and County to define opportunities for improvement	6/11
3. City, County and WIB approve new process	8/03

## II. TRAIN AND RETAIN MEMBERS

### Goal:

- To have WIB members understand workforce development sufficiently to enable them to feel they can effectively fulfill their WIB member role and responsibilities (survey, 10/03)
- To continuously improve WIB member satisfaction with their WIB role (survey)
- To reduce WIB member turnover due to frustration with the WIB to less than 5% annually (business category less than 5%).

<b>Activity</b>	<b>Timing</b>
A. Training Plan for new members	
1. CEO has introductory meeting with new members	Occurs within 45 days of appointment
2. Each new member receives member manual	Occurs with 45 days of appointment
3. Each new members attends	Occurs within 6 months of appointment

Orientation Training

B. Member Manual kept current and relevant

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|--|------------------------------------|
| 1. Administrative Staff regularly issues updates of existing documents in manual | Quarterly                          |
| 2. Sub-group will review any major changes in content                            | Annually (8/03 first one complete) |

C. Regular feedback from members to identify issues that need to be addressed for retention

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|---|---------|
| 1. Design survey  | 9/03    |
| 2. Field first survey   | 10/03   |
| 3. Share results with WIB                                     | 12/03   |
| 4. Continuously improve survey and field every 6 to 12 months | ongoing |

D. Define needed action to retain members

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| 1. Analyze survey and other input to develop recommendations | As needed, first survey analysis: 11/03              |
| 2. Review with CAO and get approval of WIB                   | As needed, 1 <sup>st</sup> time CAO 11/03, WIB 12/03 |
| 3. Implement action  | TBD  |

E. Implement Exit interview to enable continuous improvement

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|--|------------------------------------|
| 1. HR Consultants develops survey                                  | 5/03                               |
| 2. Begin using survey  | 6/03                               |
| 3. Regularly analyze, develop recommendations and implement action | As needed based on members leaving |

SHOW STOPPING ISSUES WITH PLAN:

- Need to have support of entire WIB (recruitment sub-group can not do alone)
- Willingness of organizations and individuals (business category highest risk) to commit time to community workforce development