

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

Friday, September 12, 2003

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

**Members Present**

Tom Macy, Chair  
Kathy Engesser  
Greg Lambert, Vice Chair  
Jackie Mlynarczyk  
Paul Nelson  
Jan Wiessner

**Members Absent**

Patricia Brady  
Marcia Fink (EA)  
Gary Christensen (EA)

**Staff/Guests Present**

Kitty Gogins, WIB CEO  
Kate Bates, WIB Staff  
Terry Zurn, Workforce Solutions

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**Call to Order**

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

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**Approve Minutes**

**Motion** made by Jackie Mlynarczyk with second by Kathy Engesser to approve the July 11 minutes.

**Motion Passed**

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**Discuss CAO Accomplishments (Presentation to County)**

The committee discussed the content of the County Presentation, focusing on the committee's accomplishments. No suggestions were made for changes to the presentation or additions to the list of accomplishments.

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**Discuss and Approve CAO Work Plan Update**

The updated plan delays marketing WorkForce Centers until 2004 or later. The plan also delegated more recruiting responsibility to the larger board. The committee agreed that Kitty should limit the time she spends on recruiting to no more than five hours per month.

**Motion** made by Jackie Mlynarczyk with second by Greg Lambert to approve the CAO Work Plan Update.

**Motion Passed.**

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**Update from Advocacy and Marketing Sub-group**

The group is continuing to work on preparing a standard press release form to announce appointments to the board and open presentations. The committee suggested having a segment on a local talk show to advertise the WIB. Interest in a 15-minute presentation on "Ramsey Talks" was discussed for November 2003- February 2004. The committee agreed on the utility of a presentation to the full WIB regarding the State and Federal issues of concern at the

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<sup>1</sup> This document is available in alternative formats upon request. If special meeting accommodations are needed, please contact WIBAdmin@rewib.org or call 651-265-2760.

December meeting, as well as an open discussion of an advocacy plan.

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### **Update from Recruitment Sub-group**

The committee reviewed the recruitment plan that lists target companies and contacts. Several additions were suggested for recruiting business members: neighborhood business organizations (especially north of Larpentour), leveraging WIB members on the Business Leadership Council (possible link into 3M and Deluxe) and a past WIB member at Multitech Comp Systems. The committee discussed its targets for vacancies. They agreed that the One Stop vacancy created by our retiring TANF representative should be replaced with another TANF representative (Jan Wiessner and Tom Macy will contact proposed individual). This will leave only two CBO openings. Increasing minority representation, Adult Basic Education representation and adding four-year university remain goals.

Fielding a member satisfaction survey was discussed and it was agreed upon that open-ended questions generated more constructive feedback, although a number system is helpful in comparing statistics in the future. The committee also discussed keeping the survey anonymous to encourage honesty in the board's response. Jackie Mlynarczyk will draft the survey and Kathy Engesser will review. The goal is to send the survey out at least a week before the October WIB meeting.

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### **Update from Oversight Sub-group**

#### Certification process

The certification process has been redefined. The new plan discussed involves accepting DEED's recommendation on performance data available without further research. Patricia Brady will solicit front-line counselor input on the programs. The WIB will follow DEED's recommendation unless the local counselor input provides rationale to support different action. It was also suggested that the two levels of training programs be defined on the new plan.

**Motion** made by Tom Macy with second by Jan Wiessner to approve the new certification process

**Motion Passed.**

#### U of MN Continuing Education Certification

The Continuing Education program provides intensive training as opposed to core training, and therefore does not legally need to be WIA certified to utilize WIA dollars. The committee discussed sending a letter to the State outlining this section of WIA to explain the decision not to certify the U.

**Motion** made by Tom Macy with second by Jan Wiessner to send the state a letter, carbon copying the U of M, stating that there is no need to certify the programs from the U of M.

**Motion Passed.**

{Modification Approved electronically the week of September 15: the members of the CAO Committee electronically approved recommending certification of the four Continuing Education Programs that upon further review were identified as falling in the core training category}.

### Define WIB Outcome Quarterly Report

The committee discussed charts which mark the progress of clients served under the federal dislocated workers, state dislocated workers and WIA adults served by Workforce Solutions. The purpose of the charts is to provide both Workforce Solutions and the WIB quarterly real-time tracking of outcomes. Long-term, the Oversight group would like to expand this to all WIA programs. Suggestions for clarifying the material were as follows:

- Create 1-2 sentences explaining the significance and context of each graph.
- Give the number of those in the program in relation with those who have completed the program.
- Explain the groups represented in these charts.

The next step is to share the modified charts with the WIB at the upcoming October meeting.

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### **Adjourn**

Meeting adjourned at 1:13pm.

**Next Meeting** will be on November 14<sup>th</sup>, 11:30 to 1:00, Midway WorkForce Center

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