

Ramsey County Workforce Investment Board
Communication, Advocacy and Oversight Committee

September 10, 2004
Minutes

WIB Members Present

Greg Lambert, Chair
Gary Christensen
Hyon Kim
Tom Macy
Jackie Mlynarczyk
Paul Nelson
Willie Nesbit
Phil Saari
Teresa Tschida, Vice Chair

Members Absent

Patricia Brady
Bill Fritts

Staff/Guests Present

Kitty Gogins, WIB CEO
Kate Bates, WIB Staff

Call to Order

Greg Lambert, chair, called the meeting to order at 11:35am.

Approve Minutes

Motion made by Willie Nesbit with second by Tom Macy to approve the minutes of July 9 as written.

Motion passed

Update from Oversight Group

Certify MNSCU and Goodwill/Easter Seals Training Programs

The group requested that these two certifications be dealt with separately. The programs must pass four of the five federal standards for certification. This was achieved with the MNSCU programs.

Motion made by Tom Macy with second by Paul Nelson to certify all MNSCU programs.

Motion carried.

The four Goodwill/Easter Seals programs did not pass four of the five standards, though it was recommended by DEED that these be recertified because of the difficult clientele this organization serves. Their clients are the hardest to place in employment, especially in employment with wages that meet the federal standards. The group discussed if there was a lack of incentive to meet the standards if we approve these programs and the possibility of having the number weighted to reflect this difficult-to-serve population. Also suggested was looking at their results this year versus last year to see if there was improvement. The group agreed that the organization had done a good job with the clients they have to serve.

Motion made by Tom Macy with second by Jackie Mlynarczyk to certify the four Goodwill/Easter Seals programs.

Motion carried.

Approve Policy for WIB Members to Receive NAWB Grants

WIB members requested that funds be built in to the FY05 WIB budget to accommodate members interested in attending the National Association of Workforce Boards conference. The Oversight Committee drafted a procedure for distributing the \$2,500 built in for this purpose. Up to five members can receive \$500 to be used for expenses at the NAWB conference. If more than five people are interested, priority will be given to members in good standing with attendance, members of the Executive Committee, and Committee Chairs and Vice-Chairs. Minor word changes were made to the document for clarity.

Motion made by Tom Macy with second by Teresa Tschida to approve the revised policy for WIB members to receive NAWB grants.

Motion carried.

Discuss Number and Location of WorkForce Centers

Tom Macy and Jim Schultz drafted a proposal with their recommendation on the number and location of WorkForce Centers in Ramsey County. They recommend having two full-service centers, one at the North Saint Paul location and one along University Ave. in the Midway area. This decision was made based on factors such as long-term community needs, customer service, budget, bus lines and client/population density within the county. The CAO Committee chartered an ad hoc to solicit input from the City of St. Paul, Ramsey County and other interested WIB members on the proposed plan. Staff will work to schedule a meeting in early to mid-October. The current Midway center's lease is up in a year, and new space is being explored.

Discuss Local Plan Questions

The WIB approved the local plan in June, and since then we have had questions come back. There were questions about the Partnership Agreement and the categories that members were approved into. All issues appear to have been resolved.

Update from Marketing and Advocacy Group

Discuss State WorkForce Center Marketing Plan and Local Target Marketing

The state recently identified businesses as the primary customer of the WorkForce Centers and begun marketing towards them. Their radio ads on WCCO have increased job bank usage significantly in the first three weeks. Locally, mailings are being sent to targeted zip codes to make employers aware of the services available at the WorkForce Centers.

Discuss New Opportunity to Advocate on Federal Common Measures Implementation Plan

DEED has put together a position paper to the Dept. of Labor (DOL) on a new plan to implement federal common measures among programs. While DEED thinks this is a strong concept, but the proposed plan is not recommended for several reason: 1) DOL is trying to implement the measures before WIA is reauthorized (2) The plan would increase complexity by requiring the current measures to be collected as well as the new common measures (since the current WIA law remains in effect); and (3) the timeline is not realistic and there is significant extra cost but no funds for implementing. WIB staff has customized this support letter to be sent on the WIB's behalf.

Motion made by Jackie Mlynarczyk with second by Gary Christensen to send the letter on the WIB's behalf.

Motion carried.

Develop Advocacy Paper and Plan

This will be discussed at the upcoming Marketing and Advocacy committee meeting, and something will be brought to this group in November and to the WIB in December. This will give staff the WIB's position to work off of.

Update from Recruitment Group

There are currently five openings on the WIB, two business, one economic development, one education (one-stop partner) and one local-elected official. In the next few months we are expecting to have three more business openings. WIB staff is working on recruiting members from 3M and CVS Pharmacies. Getting an economic development representative has been difficult, and it was suggested that current members be used as a link into perspective members.

Adjourn

Motion made by Willie Nesbit with second by Phil Saari to adjourn the meeting at 12:45.

Motion carried.

Next Meeting- November 12, Midway WorkForce Center