

Ramsey County Workforce Investment Board
Market-Driven Workforce System Committee

Thursday, April 24, 2003

Minutes

WIB Members Present

John Giovannini, Interim Chair
Jean Hammink
Kirk Hayes
John Mohr
Ellen Watters

Members Absent

Dick Anfang
Paul Huot
Scott LeMire
Lorrie Louder
Tene Wells
Howard Orenstein
Ginny Sullivan
Mary McKee

Staff/Guests Present

Kitty Gogins, WIB CEO
Robert Schug, WIB Staff
Kyle Uphoff, DES
Terry Zurn, Workforce Solutions

Call to Order

John Giovannini, Interim Chair, called the meeting to order at noon.

Discuss Business Plan

Propose changing the charter to more clearly specify expected deliverables.

- Current: To ensure that WIB understands customer needs and market forces. To build WIB community leadership to drive workforce development alignment with customer and market needs.
- *Proposed: To develop a workforce development plan that is based on understanding customer needs and market forces. To develop effective partnerships with key stakeholders to drive workforce development alignment and ensure implementation of plan.*

The overall approach will be to first frame the topic broadly (big frame), establish focused successes and expand on these successes.

- Regarding providing service, to focus on what can be accomplished through the WorkForce Centers and broaden out from there.
- For other topics, the big frame will be used to define the first area of focus.

Discussion was structured on business plan items laid out in charter:

2. Defines Identify (proposed wording change) current and future labor and market trends, needs and workforce gaps, defining opportunities to enhance economic vitality of region through workforce development.

- Labor market works at 2 speeds
 - So rapid DES can't keep up: short/dynamics things
 - Structural issues... DES is better at tracking this kind of change
- Need to ready system so able to respond to customer in short term and long term way based on market changes
 - Response to downturn: NW Airlines got rapid response – much better than in past
 - Ratcheting up is slower... training takes longer
- Short term dynamics not really “policy”, but involve creating system to respond
- Did anyone see crisis in health care coming?
 - 1972 → 1992 surplus health care had affect of moving away from training

- How to smooth function in workforce availability when demand elastic.... How is this accomplished when training lead-time is much longer than demand elasticity?
- How to achieve smoothing?
 - Do educational institutions do it?
 - Can WIB, in its geography, play a role to advocate in education?
 - Need to look at trends, skills needed... overlay training for those jobs
- Seeing blue collar jobs going away and kids coming out of K-12 with poor basic skills.... What is our role in looking at skills of emerging workforce? Where will they get work?
- Industry dollars spent on training is 3-4 times the public dollars...How do we get broader players involved not just MNSCU?
- Look to economic development work that exists
 - Regional scan... growing industries
 - Economic development strategies/initiatives in East Metro and their suggestions on growth markets
 - Kyle Uphoff will work with us preparing WSA specific reports...DES good at identifying larger trends
 - Community colleges good way to learn about smaller trends
 - Private sector analysis e.g. forecasting of industry specific energy needs at Excel
 - Concern about proprietary aspects of industry data
 - Have to look at how private companies do research.... staffing reports often done with an agenda

2. Ensure customer is driving WIB decisions.

- Full WIB represents both primary constituencies and we should use as ambassadors back to constituencies. Have them solicit input on:
 - good experiences
 - bad experiences
 - challenges
- Use labor market data to help define how WIB membership should evolve to reflect shifting market e.g. what industries, what customer groups, etc.
- Educate WIB members on customer needs, barriers and gaps via providing relevant reading, planning customer agenda item at WIB meetings, etc.

3. Determine and track customer (employer, job seeker and incumbent employee) needs, barriers to success and gaps in current service. Recommends action to improve customer success and satisfaction.

Understand and Track

- Leverage learning on “Customer group” success from CEP experience
 - Use ongoing groups of job seekers and employers together to capture synergy
 - Have them serve as advisory to the WIB
 - Have them address specific questions based on topics being addressed by WIB
 - Understand characteristics of job seeker populations as a whole... May need multiple groups to advise or representation of multiple groups within one group
- Utilize focus groups on specific issues (use ongoing customer group to design focus group)
- Ensure process is dynamic.... As market evolves need new inputs (market is dynamic e.g. 2 jobs for every seeker a few years ago to reverse situation now)
- Use data systems in place to measure and track performance e.g. State data, CBO data, CEP database, Chamber of Commerce survey, etc.

- Build on it as needed
- Use power of WIB to encourage sharing
- Use information collected at WFC
 - Data collected on individuals coming into system
 - Includes information on barriers.... could track change, e.g. more white collar
- Ensure have a good feedback loop...go back to customer groups to see impact of changes

Improve Satisfaction

- Need to engage system in objective to improve quality
 - Secret shoppers... didn't get ready adoption by WFC... how prepare/ engage WFC partners?
 - Whole system wasn't ready to hear critique.... how get all those involved in work force development bought into improving quality
- #2 priority of WIB is One Stop optimization (customer driven & market driven)
 - Is the GWDC credentialing process a roadmap to use? If so, look at ongoing pilots
 - WIB doesn't have good understanding of One Stop

4. Brings together education, CBO, labor, One Stop Partners and other resources to achieve the WIB's vision for the best-trained, best-educated and most highly-skilled workforce.

- How do we make sure outcome is customer driven?
 - Who pays the bill stakes a claim to defining outcomes
 - Mixing a lot of different origins and authorizations in community stakeholders... conundrum of competing vision on customer
 - How bring together in cohesive plan?
 - Start with review of vision, customer and strategic plan
- Core partners sign on as partners but not an integrated system
 - Meet once a year
 - Agree to refer clients to each other...matrix of service
 - Different funding sources, performance metrics and stakeholders
 - Need to line up 19 partners, services provided and outcomes
- This committee needs to address things beyond local plan (Title I)
 - Other titles of WIA
 - CBO & educational institutions strategic plans
 - How many of pieces are externally defined? What are deliverables? How to blend with local needs to define outcomes? How ensure customer driven?
 - WIA encourage broader scope but does not require it
 - Have to look big or minimal impact!

5. Works to fully integrate the support systems including education, family services, transportation and housing to meet the needs of its customers

Future discussion

6. Works with Core Partners to develop, implement and track performance of local plan. Identifies opportunities to increase customer satisfaction and alignment with market drivers

This objective fits better in CAO Committee. It is about oversight and compliance with the local plan. Will ask CAO to take this on.

Charter Ad Hoc

See Attachment 1 for charter of sub-groups:

- CEP advisory Ad Hoc (assigned by WIB 4/3/03)...Kirk Hayes prime mover
- Work Plan Ad Hoc...Kitty Gogins prime mover
- Labor market Trends...Kyle Uphoff prime mover
- Customer...John Mohr prime mover
- One Stop Optimization ...came up during member discussion after meeting, prime mover not established

Elect Chair/Vice Chair

Kirk Hayes suggested that we postpone this for another meeting when we have better attendance. Group agreed.

Define Committee Operating Guidelines & Standing Meeting Time

- Rescheduled May meeting to get better attendance.
- Would like standing meeting in the first half of the month so it is before the Executive Committee meeting. This will streamline approval.
- Proposed Standing Committee Times:
2nd Thursday of the month, 1 to 2:30
or 2nd Tuesday of the month, 3 to 4:30
or 2nd Wednesday of the month, 3 to 4:30
- Robert Schug and Kitty Gogins will follow up with Committee Members not in attendance to see which works for them.
- Postponed discussion on operating rules to next meeting due to lack of time.

Adjourn

Meeting adjourned at 1:30

Next Meeting

Friday May 16th, 2 to 3:30 at: Women Venture
2324 University Ave W Ste 200
Saint Paul MN 55114-8758

Attachment 1. Market Driven Workforce Committee Draft Charters for Ad Hoc and Sub-Committees

Labor Market Sub-Committee

- Objective:
- Define resources available on Labor market and economic development
 - Develop overview of East Metro Economy and Labor Market
 - Prioritize industry clusters for Workforce Committee focus
 - Keep abreast of changes in economy and workforce that requires adjusting committee efforts
- Scope:
- East Metro
 - Current and future labor market and economic development
 - Broad picture followed by focus on growing industries
- Prime Mover: Kyle Uphoff
- Timing: Ongoing
- Members: Ellen Watters, Kitty Gogins, Kyle Uphoff, Lorrie Louder, Mary McKee, 1 Additional Business person,
St. Paul PED Individual (TBD)

CEP Ad Hoc

- Objective:
- Define how WIB should support CEP (or their vendor) developing the job guide and volunteer coaching service
 - Support pilot and if pilot is successful, support community roll-out of guide and volunteer coach product/service
- Scope:
- Job Seeker and Employer guides and volunteer coaching service for job seekers
 - East Metro area
 - Filling customer need
- Prime Mover: Kirk Hayes
- Timing: Maximum of one year
- Through product/service rollout or
 - Termination of product development/pilot due to lack of success
- Members: Kirk Hayes, Jean Hammink, Terry Zurn, and Ellen Watters

Customer Sub-Committee

- Objective:
- Define how WIB should ensure customer is driving WIB decisions and implement recommendations approved by WIB
 - Understand customer (employer, job seeker and incumbent employee) needs, barriers to success and gaps in current service
 - Recommend action to improve customer success and satisfaction
- Scope:
- Customers include employers, job seekers and incumbent workers (WIA eligible and broad group)
 - East Metro
 - General understanding of needs, barriers and gaps as well as providing customer perspective on specific issues before the WIB
- Prime Mover: John Mohr
- Timing: Ongoing
- Members: John Mohr, Jean Hammink, Terry Zurn, Kitty Gogins, Tene Wells, 1-2 Business/Other WIB members

Business Plan Ad Hoc

- Objective:
- Develop a working draft of the business plan incorporating input obtained at committee meetings as well input provided by committee members off-line
 - Develop a final business plan that committee, and thereafter the Executive Committee and WIB, approve
- Scope:
- Workforce business plan
 - Fulfills charter defined by WIB
- Prime Mover: Kitty Gogins
- Timing: 6/30
- Members: Kitty Gogins, John Giovannini, Chair (TBD), Chair-Elect (TBD)

WorkForce Center Optimization

- Objective:
- To increase customer satisfaction of employers and job seekers that use the WFCs
 - To make WFCs more customer centric and market driven
- Scope:
- Ramsey County WFCs (coordinate with neighboring county WFCs if appropriate)
 - All customers including employers, job seekers and incumbent employees
 - Partner with Customer sub-group to solicit customer input and Labor Market sub-group to understand market drivers
 - Review and optimize customer flow for each customer group
 - Site location and operation
- Prime Mover: TBD
- Timing: Complete 12/04
- Members: Scott LeMire, Kitty Gogins, enlist One Stop Partner Committee (exists today), enlist JSEC committee(s) [employers that advise N. St. Paul and Midway WFC]?, 1-2 Business/Other WIB members