

Ramsey County Workforce Investment Board
Market-Driven Workforce System Committee

June 12, 2003

Minutes¹

WIB Members Present

Ginny Sullivan, Chair
Mary Brunkow
Jan Curtis
John Giovannini
Jean Hammink
Scott LeMire
Lorrie Louder
Mary McKee

Members Absent

Dick Anfang
Kirk Hayes
Paul Huot
Kevin Locke
Ellen Watters
John Mohr
Paul Nelson
Howard Orenstein
Tené Wells

Staff/Guests Present

Kitty Gogins, WIB CEO
Robert Schug, WIB Staff
Terry Zurn, WFS

Kyle Uphoff absent

Call to Order

Ginny Sullivan, Chair, called the meeting to order at 1:14.

Approve Minutes

Motion made by Mary Brunkow with second by Scott LeMire to approve the minutes from May 16, 2003.

Motion Carried

Sub-Group Current Thinking/Progress on Work Plan Assignments

CEP

There are 3 elements of responsibility: Job seekers guide, employers guide, and volunteer coaches.

(1) Job Seeker Guide: ISEEK is the administrator of this product. I SEEK and CEP worked together to develop a draft of the checkbook-sized guide with extensive customer input. The Ad Hoc Committee had an opportunity to review the guide. It looks good. The distribution plan is for ISEEK to print 25,000 guides, sending out a display carton, of 25-30 copies each, to organizations that work directly with the target job seekers (job seekers who currently are not using WorkForce Centers). There will be a reorder form included with the booklets asking for feedback on the booklet and how to make it better. There was discussion at the meeting regarding how to ensure robust feedback to support continuous improvement. Two ideas were having agency staff focus groups (where booklet is given out) or having a coupon in the book for users to fill-out.

The WIB role will be to: (1) Develop an endorsement letter that will be sent out with the first distribution of booklets. The WIB member from the same stakeholder group, as the organization receiving the case, will be asked to sign the endorsement letter. Timing: July 2003. (2) Be involved in a semi-annual review of the product including tracking use, future production changes and distribution. (3) Advocate for appropriate translations and/or cultural responses.

(2) Employers Guide

Employer Solutions Inc. (ESI--reports to the Port Authority), ISEEK and CEP have worked together to finalize this product. The original plan was for the product not to go into distribution until the economy picked up, however the product response has been so favorable that alternative options are on the table. A key decision is pricing and distribution, as this product will not be free.

The proposed role for the WIB will be to provide employer input on pricing and distribution. A review of this product is tentatively planned for the October WIB meeting.

¹ This document is available in alternate formats upon request.

(3) Volunteer Coaches

The Saint Paul Council of Churches, with a letter of WIB endorsement, applied for a DOL grant to pilot this service. If the grant is approved, implementation will be much more straightforward and quicker. Most of grant dollars will be sub-granted out to churches and other CBOs to build capacity. Even without the grant, the plan is to proceed with piloting. The St Paul Council of Churches (SPCC) has agreed to train the Master Coaches, who will then train the volunteers. There are numerous questions that will need to be answered such as how much master coach time is required; will organizations want or be able to dedicate staff time to be a master coach; can identifying volunteers, identifying job seekers and matching the two be divided across organizations, etc. While the grant is officially supposed to start July 1, it is unclear when the DOL will even award grants.

The role of the WIB: The WIB Ad Hoc will need to act as a co-sponsor for the SPCC. This is the least developed product/service and requires ongoing conceptualization and implementation guidance. Kirk Hayes has agreed to be the prime mover. Another WIB member will need to be replacing Ellen on the sub-group, as she takes on her chair-elect responsibilities. The sub-group will also need to expand, adding SPCC, and other community organizations involved in the project. Recruiting for the project and sub-group is expected to begin in late June.

Customer Sub-Group

The first sub-group meeting was devoted to discussing the basic approach to the task. Key ideas included:

- Start big and narrow it down
- How do we sub-divide the customer into meaningful categories that can be studied? Knowing who the customer is will determine how to make contact and get their input.
- We want to understand employer needs (demand side), job seeker demographics (supply side) and how they match. There appears to be a fair amount of data on the demand side from Kyle and others, with less on supply side. We will need to work closely with the Labor Market group to understand the data they collect.

Next Step: define questions for the State Demographer and set up a session with him.

The August WIB meeting will have a presentation on learning from CEP. If further time for customer learning exists, then the group proposes a presentation by the State Demographer.

Labor Market

Key dates are already listed in the work plan. The goal is to have current workforce gaps identified in July; an implementation plan by the fall and begin implementing in January. Chicago has done some excellent work in this area that we can learn from.

Martha Fuller, Director of Policy and Economic Development, will identify a person to serve on this Ad Hoc. Judy Karon is the County person who will be contacted for her input. The next sub-group meeting is June 18th: The agenda consists of:

- (1) The Twin Cities Economic Development Group will discuss their regional economic scan.
- (2) Kyle will share the most recent labor market information on Ramsey County.
- (3) The group will discuss short-term opportunities for the WIB to take action.

For the July full committee meeting, the sub-group is hoping to have either the State Economist, Tom Stinson, or Art Rolnick from the Federal Reserve speak on economic development.

WorkForce Center

Met with the Core Partners on May 27th and presented the WIB work plan. The partners expressed interest in working with the WIB to improve customer satisfaction and outcomes. The WIB sub-group and the Core Partners will meet on June 26th to review current understanding of customer satisfaction and drivers; set work goals and a rough timeline.

Overall

Ginny Sullivan requested sub-groups to think about barriers, quick wins, and how to influence/drive the system as they prepare their work plans. For the full team meeting, she suggested sub-groups think about 1-2 questions that they would like broader group input on. She asked that groups watch for and bring up any overlapping areas.

Progress on Short Term Deliverables

Incorporated in above discussion.

Approve Business Plan (*MWDS Work Plan 2003-05-16.doc*)

Discussion occurred on how sophisticated should the workforce development plan be. It was suggested that it should be written down, articulate trends, provide a case for taking action and outline planned action. There would probably need to be a digested version (3 pages), as well as the detailed version (25 pages with backup). The group felt the plan could help serve as a call to action for the community.

An area on short-term gaps needs to be added to the work plan (Kitty will draft a strawman). A portion of each meeting should be devoted to short-term gaps needing attention. A few short-term gaps were discussed and action defined:

- (1) The question was raised if there is duplication between Employer Solutions Inc and Employer Services Partnership. Robert will set up a follow up meeting with Mary Brunkow, Lorrie Louder, Denise Stephens, Janet Ludden, Mary McKee, Jean Hammink, and Tom Macy to discuss roles and potential synergy.
- (2) Century College has a matching grant to do training on information security, but their partner company entered bankruptcy. The college is urgently seeking a new partner. Mary McKee will forward information to Kitty, who will ask WIB members if they are interested and ask them to forward to their business organizations for broader communication.
- (3) There are 200 people on the waiting for East Metro Health Careers Institute, since the career ladder is stagnant with the current economy. No action defined.

Approval of the work plan was delayed until the next meeting, when more detail from sub-groups will be available.

Adjourn

Motion made by John Giovannini with second by Scott LeMire to adjourn meeting.

Motion Carried

Meeting adjourned at 2:51.

Next Meeting

Location for the July 10, 1:00-2:30 meeting will be Midway Hospital, Haag-Rinkle Room, 1st floor.