

Ramsey County Workforce Investment Board  
**Market-Driven Workforce System Committee**

November 12, 2004

**Minutes**

**Members Present**

Nancy Hendrickson  
Jerry McElroy  
John Mohr  
Joe Richburg

Phil Hanson  
Kirk Hayes EA  
Dean Howard  
Scott LeMire EA  
Lorrie Louder EA

**Members Absent**

Mary McKee  
Ginny Sullivan EA  
Bob Veilleux  
Tené Wells EA  
William Yang

**Staff/Guests Present**

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

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**Call to Order**

Nancy Hendrickson, acting chair, called the meeting to order at 3:09 pm.

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**Approve Minutes**

**Motion** made by Jerry McElroy with second by Joe Richburg to approve the minutes of September 9 as written.

**Motion carried.**

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**Approve Work Plan**

The Workforce committee work plan was updated based on discussions over the last few months to reflect progress made on goals. Ad hoc work plans were also revised. The bioscience ad hoc committee updated their timeline since the last meeting.

**Motion** made by Nancy Hendrickson with second by Joe Richburg to approve the Workforce Committee work plan with the changes made to the bioscience work plan.

**Motion carried.**

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**Committees' Role in Approving Workforce Service Area Plan for Spending Incentive Grant Funds for Employer Focused ELL**

The state will be distributing WIA incentive funds to all of the workforce service areas (WSA). The WIB is responsible for gathering the partners together to define a plan. Our WSA will get about \$90-100K. This money will be used for employer focused ELL services. WIB staff is working on getting stakeholders together to layout a plan on how to spend the money. The committee suggested that employers should be involved in the planning process, as this project will be employer focused. WIB staff will invite two WIB business members to take part. The proposal will be brought back to this committee for review/approval in early January.

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**Labor Market Update**

About a year ago the WIB defined sector priorities based on a labor market assessment for Ramsey County. The committee chartered an ad hoc this summer to update the market information and determine if any revision in sector priorities is warranted. Kyle Uphoff, Regional Labor Market Analyst for DEED, was a member of the ad hoc committee and completed the refresh of the labor market analysis.

Kyle shared the highlights of how the market has changed over the past year. Ramsey County is still a diverse economy. The hardest hit industries this year have been manufacturing, IT, publishing and insurance, though manufacturing is slowly adding jobs. Unlike in the past, recovery is starting in the suburbs rather than the cities. There has generally been positive job growth in the last six months with Finance as the fastest growing industry in the Twin Cities, along with Healthcare, Social Assistance and Biomedical Devices. In and out-migration is equal in the county with in migrants having a higher concentration of immigrants and English-language learners (ELL).

The ad hoc committee recommended revising selection criteria and weighting the criteria based on importance as follows:

- Large, distinguishing industries (2 points)
- Strong future prospects (2 points)

- Total compensation package above average (2 points)
- Fit economic development priorities (2 points)
- Hire labor pool expected to grow (1 point)
- Capital importer (1 point)

Based on these revised criteria and the refreshed market information, healthcare and bioscience/medical device continue to receive high scores, but construction scored above education. The three sector priorities recommended in order of importance are: (1) Healthcare (2) High-tech Manufacturing (medical devices was expanded to include other high-tech manufacturing fields) and (3) Construction (see Attachment 1). The group would also like to see ELL as a key labor supply to fill positions in these industries. There were questions from the committee on the type of positions open in these fields. Construction is looking for women and minorities to fill their vacancies, and healthcare has entry-level positions that could be filled by our expected labor supply. The committee also wondered what classifies as high-tech manufacturing. Kyle reported that there are 60 specific industries that make up this sector- WIB staff will get a list of who in Ramsey County falls into this sector. The committee discussed the impact of these priorities. They will guide the efforts of WIB staff, as well as Job Service in our WSA.

**Motion** made by Joe Richburg with second by Nancy Hendrickson to have the following three sectors as priorities, prioritized as follows: healthcare, high-tech manufacturing and construction.

**Motion carried.**

### **Recommend Whether to Adopt Twin Cities-Wide Metro Healthcare Sector Work**

There have been five industries selected as metro priorities. They are transportation, high-tech manufacturing, healthcare, finance and professional services. The Metro wide effort then identified the key occupations in these industries and defined skill sets needed for these occupations. Our WSA can leverage this work, translating sector priorities to occupations and skill sets, to advise clients. Each metro WIB has been asked to choose one sector to adopt for further work. WIB staff suggests our WIB go forward with adopting the health care sector with two caveats: 1) other WIBs adopts a sector and 2) incremental work done as WIB staff capacity allows.

**Motion** made by Jerry McElroy with second by Nancy Hendrickson to approve the recommendation.

**Motion carried.**

### **Short-Term Linkage Opportunities**

The state would like to see WIBs connect with Job Service Employer Committees (JSEC) in the area. There are two JSECs that meet in Ramsey County, one in the North St. Paul WorkForce Center and one in the Midway Center. JSECs are asked to advise Job Service, but their role and work varies greatly by area. Kitty has attended the Midway meetings on several occasions and regularly reviews meeting minutes. Their meetings begin with an update on the labor market, followed by a guest speaker on a topic of interest to the JSEC members. Nancy will review possible opportunities for linkages and will ask Dave Niermann to provide a list of all healthcare representatives on metro WIBs and JSECs to support taking on the metro-wide sector work.

### **Adjourn**

Meeting adjourned at 4:30 upon completion of the agenda.

**Next Meeting-** January 13, 1:00-2:30, Conley Conference Room, Midway Hospital

**Attachment 1:**

**Sector Evaluation**

Industry Sector Priorities	Strong Future Prospects (2 points)	Large Distinguishing Industry (2 points)	Compensation Above Avg. (2 points)	Fits Economic Development Priorities (2 points)	Capital Importer (1 point)	Hire Local Pool (1 point)	Total
<b>1 Healthcare</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>9</b>
<b>2 Advanced Manufacturing (electronic)</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>8</b>
<b>3 Construction</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>7</b>
Financial Services	1	2	1	0	0	1	4
Prof/Tech Services (legal, bus, acctg)	2	2	1	0	0	0	5

**Economic Development Priorities**

City of St. Paul Priorities

- Health Care
- Life Sciences/Medical Devices
- Housing 5000
- Arts, Culture, and Entertainment

Additional Chamber Priority: Net-exporters

Port Authority Priorities

- Manufacturing
- Life Sciences (including Biotech and Medical Device)
- Defense

Suburban Economic Development Priorities:

- Redevelopment: sectors that can go after (fill gap)
- Manufacturing- north metro has more stable base
- Desire increased home ownership turnover (aging population staying in homes)
- Transportation- congestion challenges