

Ramsey County Workforce Investment Board
Market-Driven Workforce System Committee

September 9, 2004

Minutes

WIB Members Present

Ginny Sullivan, Chair
Nancy Hendrickson
Dean Howard
Scott LeMire
Joe Richburg
Bob Veilleux

Members Absent

Phil Hanson
Kirk Hayes
Lorrie Louder EA
Jerry McElroy EA
Mary McKee
John Mohr EA
Tené Wells
William Yang

Staff/Guests Present

Kitty Gogins, WIB CEO
Kate Bates, WIB Staff
Kyle Uphoff, DEED

Call to Order

Ginny Sullivan, chair, called the meeting to order at 1:06 pm.

Approve Minutes

Motion made by Joe Richburg with second by Scott LeMire to approve the minutes of July 12 as written.

Motion carried.

Discuss and Decide on Work Plan Elements and Priorities

The group reviewed the work of the current ad hoc committees to help define work plan elements and priorities. Ad hoc work plans can be found in Attachment 1. Since staff support limits ad hoc activity, the group discussed staff involvement with each of the four active ad hoc committees:

- Bioscience Workforce Link (very minimal staff time)
- Business Services Pilot (reached steady state so significantly less staff time than in design)
- English-Language Learner (staff time focused on funding and business elements, long-term barrier work inactive but hope to start up again)
- CEP Products (major push for a grant last spring, but currently low activity level)

A Labor Market ad hoc was chartered to complete a market assessment for preparation of our Workforce Service area developing a new local 5-year plan and supporting defining WIB 2005 priorities (see Attachment 1). Since staff capacity does not exist to take on any additional ad hocs, the Committee agreed that other elements of interest would be pursued via guest speakers and discussion at committee meetings. The committee requested a speaker to cover the status of service for incoming Hmong refugees in November and a speaker to cover services for small businesses at a future meeting. Dean Howard expressed the desire to champion more active involvement with the volunteer job coach concept and staff agreed to set up a first meeting to get him started.

Staff will assemble direction provided in July and at this meeting into a work plan to be discussed and approved at the next meeting.

Discuss and Agree on Committee Operation

The committee agreed to continue meeting every other month for the time being, bringing in speakers for the meetings to discuss issues important to the committee.

Discuss Short Term Linkage Opportunities

Bob Veilleux would like the WorkForce Centers to be more aware of building trades for career opportunities. There is a career path set-up in this occupation and it offers good wages. He feels it is important to keep people moving through the training programs in order to accommodate for the declining labor market. English-Language Learners could be a good group to fill this expected gap. It was suggested that Bob connect with ELL services to see what can be done for ELL on the job site. This may be a topic of discussion at a future meeting.

There will be five CVS pharmacies opening in Ramsey County in the next few years. They are recruiting for their Maryland Avenue store at the North Saint Paul WorkForce Center on Sept. 30. Their application form is in

Hmong, as well as English, and they will have a Hmong interpreter at the interviews. It was stated that 40% of for the two Twin City stores already open came from WorkForce Centers. WIB staff is also in the process of recruiting someone from CVS to join the board.

Adjourn

Motion made by Dean Howard with second by Bob Veilleux to adjourn the meeting at 2:17.

Motion carried.

Next Meeting- November 11, 1:00-2:30, Conley Conference Room, Midway Hospital

Attachment 1: Workforce Ad Hoc Committees

Much of the work of this committee is done via Ad Hoc Committees. The following identifies their work plans:

Bioscience Workforce Link

The Ad Hoc Committee’s charge is to implement the Bioscience Workforce Program Link pilot and rollout to 50 participants. The purpose of this public-private collaboration is to (1) better define bioscience industry workforce needs and to (2) begin the workforce preparation to support a vibrant biosciences industry as well as address how our growing immigrant and disadvantaged workers can be prepared for successful careers.

Ad Hoc Members: Ellen Watters, Terry Zurn, Jim Zentner (Workforce Solutions), Janet Ludden and Jeremy Lenz (Bioscience Capital City Partnership)

A. Research and Assessment

Develop target list of companies based on existing lists from Jeremy, DEED, others	Janet/Jeremy	June 15
Begin recruitment of companies to participate as lead partners	Janet/Karyn	June 30
Engage Anoka Ramsey in discussions about sharing company contacts and being training partner	Betsy/Workforce Solutions (WFS)	June 30
Ongoing development of relationships with HR staff at target companies	Janet/Jeremy	Ongoing
Utilize DOL ONET job analysis program	Jim/WFS	July 15
Interviews with training providers regarding existing knowledge and programs	Betsy	July 15
Second focus group on future hiring and retention needs	Janet/WFS	Sept 15
Development of formal HR network	Janet/Jeremy	Nov 1
Development of HR database	Jeremy/UEL	Jan 1

B. Program Design

Review focus group results	All	July 15-28
Review existing curricula and benchmark against focus group results	All	July 15-28
Identify training providers	All	July 15-28
Develop training requirements with training providers	All	July 28
Evaluation plan completed	Jim	Sept 1

C. Implementation

Focus group with job seekers on industry, skills, what would attract them, etc.	WFS	Aug
Recruit and screen 10 low-income individuals from area near corridor	WFS	Aug 30
Finalize training program	Training partner	Aug 30
Begin training	Training partner	Sept. 7
Fundraising to roll out to larger number of participants	All	Oct
Convene quarterly meetings of HR network with training providers and WFS to assess program	All	Ongoing
Placement of individuals successfully completing training	WFS	June 2005
Retention efforts	WFS	Jun-Nov 05

Business Services Pilot

This Ad Hoc Group is chartered to pilot demand driven business services in the Healthcare Industry. The goal of moving to demand driven business services is to:

- Enhance economic vitality for our community through working to resolve workforce and growth related issues for businesses.
- To create a demand driven workforce system that delivers enhanced outcomes for job seekers and incumbent workers through closer linkage to businesses.

This pilot shifts the focus of the workforce system from supplying available workers to listening to the needs of business and designing solutions to help meet those needs. It treats businesses as an equal partner to job seekers in the public workforce system, provides one point of contact for businesses through a collaboration of workforce system partners and works to effectively leverage public and non-profit resources to address business needs.

Ad Hoc Members: Kathy Engesser, Louis Henry, Scott LeMire, Janet Ludden, Kitty Gogins, Terry Zurn, Jim Korkki (DEED Job Service director), Bob Hand (DEED project Manager), Dave Nierman (DEED Twin Cities Regional Manager)

This ad hoc team serves as the Pilot Steering Team. They designed the pilot and supported start up. Now that the pilot is underway, their role has shifted to setting policy, reviewing progress, and helping take down barriers to success

Action	Timing
Pilot start	7/15/04
Final Customized Training Session	9/15/04
Monthly Steering Team Review/Address Barriers	3 rd Wednesday of Month
WIB Updates	10/7/04, April or June 2005
End of Pilot	7/15/05
Final Report, Evaluation and Definition of Next Steps	8/1/05

English Language Learners

The number one priority labor supply group identified is English Language Learners (ELL). An ELL Ad Hoc was chartered to assess the situation, recommend action and pursue opportunities to help English Language Learners to transition.

Last winter, the group defined organizations serving ELL clientele in Ramsey County, defined services, best practices, gaps and opportunities for improvement. Limited business participation in this discussion was then supplemented with business focus group input. Three major opportunity areas were defined:

- (1) Employers need for support to improve
 - Communication, comprehension and acculturation of ELL employees and
 - Acceptance and understanding by coworkers and management
- (2) Lack of funding to support the number of individuals and employers needing service
- (3) Systemic opportunities to improve within ABE-MNSCU system

Ad Hoc Members:

- For the assessment: Willie Nesbit, John Mohr, Terry Zurn, Janet Ludden, Betsy Johnson (HealthEast), William Yang, and Jane Graupman (International Institute)
- Membership needs to be revisited for moving forward

Action	Timing
1. Employer Directed Resources	
This has been integrated into the Business Services pilot, since it is demand driven.	Ongoing
2. Funding	

The WIB has opportunistically been pursuing funds e.g. FCBO grant, Midway WorkForce Center refugee grant, State Incentive grant, Pilot Cities Initiative, etc. two active possibilities in the fall of 2004 are: Incentive Grant Funds and Pilot Cities project	Ongoing
3. Systemic opportunities within ABE-MNSCU	
The next step was to get MNSCU and ABE leaders together after business focus groups to discuss situation and opportunities. However, this has not yet occurred. The State Incentive Funds for ELL-Employer related training potentially provides an opportunity to start this discussion.	Re-invigorate as staff capacity allows

CEP Products

There are three products that the WIB took on oversight for when the Community Employment Partnership (CEP) disbanded in the summer of 2003. They include:

1. A job guide for job seekers of limited means. This is pocket sized guide that provides simple step-by-step instructions on how to find a job and community resources available to assist in the process.
2. An employer-hiring guide targeted to small businesses that do not have dedicated HR resources.
3. The concept of using trained volunteer job coaches to provide trusted mentoring for job seekers that do not qualify for government provided one-on-one guidance that they seek. This concept is an innovative idea to leverage community volunteer capacity to expand the workforce services

Ad Hoc Members: Kirk Hayes, Kitty Gogins, Dean Howard, Administering Organization (varies by product)

Action	Timing
1. Job Seeker's Guide	
The guide was published in the summer of 2003 by iSeek with over 11 K copies distributed. This Ad Hoc Committee committed to serving on an advisory board for periodic review of action needed e.g. translation, updating, reprinting etc.	Fall-Winter 2004
2. Employer Guide	
A hiring guide was finalized jointly by CEP and ESI. It was decided to delay release until the market recovered and hiring picked up. Once this occurs, the Ad Hoc will bring the guide to the Workforce Committee to provide input on the business value proposition and distribution plan	Tentatively Winter 2005
3. Volunteer Job Coach Concept	
The WIB has been actively involved with the St. Paul Council of Churches in trying to seek funding for testing the concept. Additional funding options or other vehicles to test the concept will continue to be explored as opportunities arise. Dean Howard will champion investigating how this initiative can move forward with or without funding,	Opportunistic

Labor Market Situation Assessment/Priorities

There was an Ad Hoc Committee that completed an assessment in the summer of 2003. A new Ad Hoc was chartered 9/9/04 to complete a market assessment for preparation of our Workforce Service area developing a new local 5-year plan and supporting WIB 2005 planning.

Ad Hoc Members: Kitty Gogins, Kyle Uphoff, Bob Veilleux, Joe Richburg, Education and Others TBD

Action	Timing
1. Refresh labor market demand and supply assessment for Ramsey County	Oct 1
2. Define Economic Development priorities for cities located in Ramsey County, including suburbs. Level of input is resource dependent.	Oct
3. Working with Education, Workforce, and Economic Development partners define priority occupations and/or industries	Nov
4. WIB Review and approval	Dec 2, 2004
5. For selected industries and/or high demand occupations, translate to skills —Leverage Twin Cities regional Labor Market Planning Initiative effort (DOL-TAT)	Feb 2005