

Ramsey County Workforce Investment Board
Market-Driven Workforce System Committee

May 11, 2006

Minutes

Members Present

Craig Anderson
John Evans
Nancy Hendrickson
Mary McKee

Members Absent

Phil Hanson
Hyon Kim
Lorrie Louder
Jerry McElroy EA
John Mohr
Ginny Sullivan
William Yang

Staff/Guests Present

Mary Jo Gardner, WIB CEO
Terry Zurn, Workforce Solutions
Sandy Henrikson, Rehab Services

Call to Order

Craig Anderson, chair, called the meeting to order at 1:06 p.m.

Approve Minutes

Motion made by Nancy Hendrickson and seconded by John Evans to approve the meeting minutes from March 9, 2006 as presented.

Motion carried

Nominate Committee Chair and Vice-Chair

It was decided to table this item because of the lack of members present at the meeting.

Update on Ford Plant

An update was provided on the Ford Plant layoffs. There will be a lay off of about 300 to 500 people in July 2006 – mainly night shift workers, with most having worked at the plant for about 15 years. The United Auto Workers (UAW) wants to slow line production by 10% to slow production down for the elimination of more lay offs. Those individuals laid off will be eligible for up to 85% of their salary for two years and will also be eligible for up to \$8,000 a year to spend on education expenses for two years. Those who will be laid off are being assisted by the Ford Motor Company, the UAW, and state resources.

Currently there is approximately a quarter of a million dollars left in the MN Job Skills Partnership grant received by Saint Paul College. They will be looking to repurpose these funds to help with assessments, career planning and training for those individuals affected by the lay off. Craig also mentioned that there is an Education Fair being planned for those who will be laid off, hopefully occurring within the next couple of months. The intent of starting these services early is to allow laid off workers the opportunity to register for college classes that would begin in fall '06.

Update on Regional Economic Profile

Mary Jo passed around a draft of the labor market report that is being compiled for the region. This report looks at the entire Metro area, including western Wisconsin, as a whole economy. The report also looks at Kindergarten through 12th grade scores and trends towards degrees and post secondary school. An Executive Summary is being written and should be available this summer. The plan is to market and distribute the information to the Chamber of Commerce, WIBs, schools and other organizations to help in their strategic planning. This information will be available to the general public for their use as well. Funding for marketing the information will hopefully come from the DEED marketing money – Mary Jo is currently checking on that availability. Nancy suggested that the information also be taken to the Rotary clubs and shared with their members.

Discuss Business Services Next Steps

Mary Jo talked about what the Business Services group has done so far. Last year they completed a successful healthcare pilot project in Ramsey County. Terrell Towers is now overseeing the DEED Business Service Specialists. Business Services Staff from DEED, Rehab Services and Workforce Solutions have started to meet monthly to share information. Currently they are making an advertisement for the services available at the Workforce Centers using marketing money provided by DEED. The advertisement is aimed at reaching small to medium size businesses. At this time they are planning to put the ad in Chamber papers. Committee members asked if there was a way to target the businesses that actually use the WFC. Nancy suggested that the ad be put in the Business Monthly or Business Weekly or Rotary Clubs. Terry suggested we use the MN Job Bank to sort by county and do a mass mailing to employers. One other way would be to capture the e-mail address of employers accessing the MN Job Bank to look for applicants and sent out a mass e-mail to those employers.

Additionally, there was discussion on the flow of information between Business Services staff and Job Seeker staff. This issue was addressed in the local plan that will be submitted to the state for review shortly. Terry would be interested in feed back from the customized training employees at the college as to what types of training employers are looking for. This would help Workforce Solutions assist job seekers.

It was decided that the WIB would like to bring Business Service people together with Customized training people so that they could share their missions and get to know each other. Mary Jo will get a list of MNSCU customized training reps. and BSS'ers in Ramsey County to invite. All members of the WIB would also be invited. This meeting would allow all representatives a chance to interface and sort out the roles of each entity. Craig, Mary, and Terry would have an opportunity to share the goals of their representatives in regard to the mission of their organization. The meeting would also allow direct dialog between the representatives out in the field and hopefully cut down on duplication of service and increase good referral between agencies. Craig suggested the meeting could be held at either a college or the Ford Training site at the Ford plant. It was decided that at the second meeting for the Ramsey County group it would be beneficial to include the Industry Specialists.

Open Forum

Mary Jo made the committee aware of a discussion at the ESP meeting that included information from the state that there are RFP's coming down from DOL regarding construction and manufacturing. The committee showed interest in both of the RFPs.

Craig discussed the shortage of skilled craftsmen available for work in the Metro area. Pipefitters and plumbers are needed and the WIB would like to connect with schools to discuss the labor shortages in these areas. They would like to find a way to reach out to young students to introduce them to the trades.

Adjourn

The meeting adjourned at 2:35.

Next Meeting: July 13